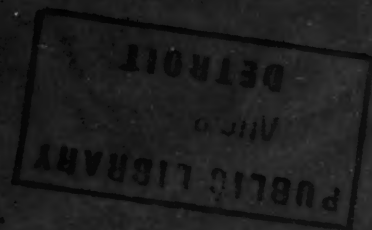


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AUGUST • 1946 • VOLUME 14 • NUMBER 8



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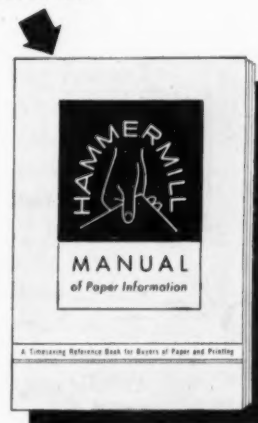
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May 1946

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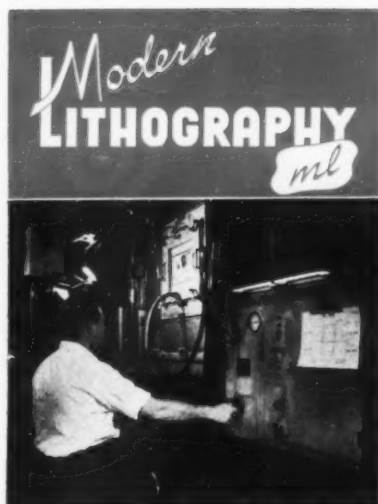
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THIS MONTH'S COVER

This photo-composing machine in the plant of National Process Co., New York, is being operated by Gustav Kelmereit. (Photograph by F. S. Lincoln.)

AUGUST, 1946

VOLUME 14, No. 7

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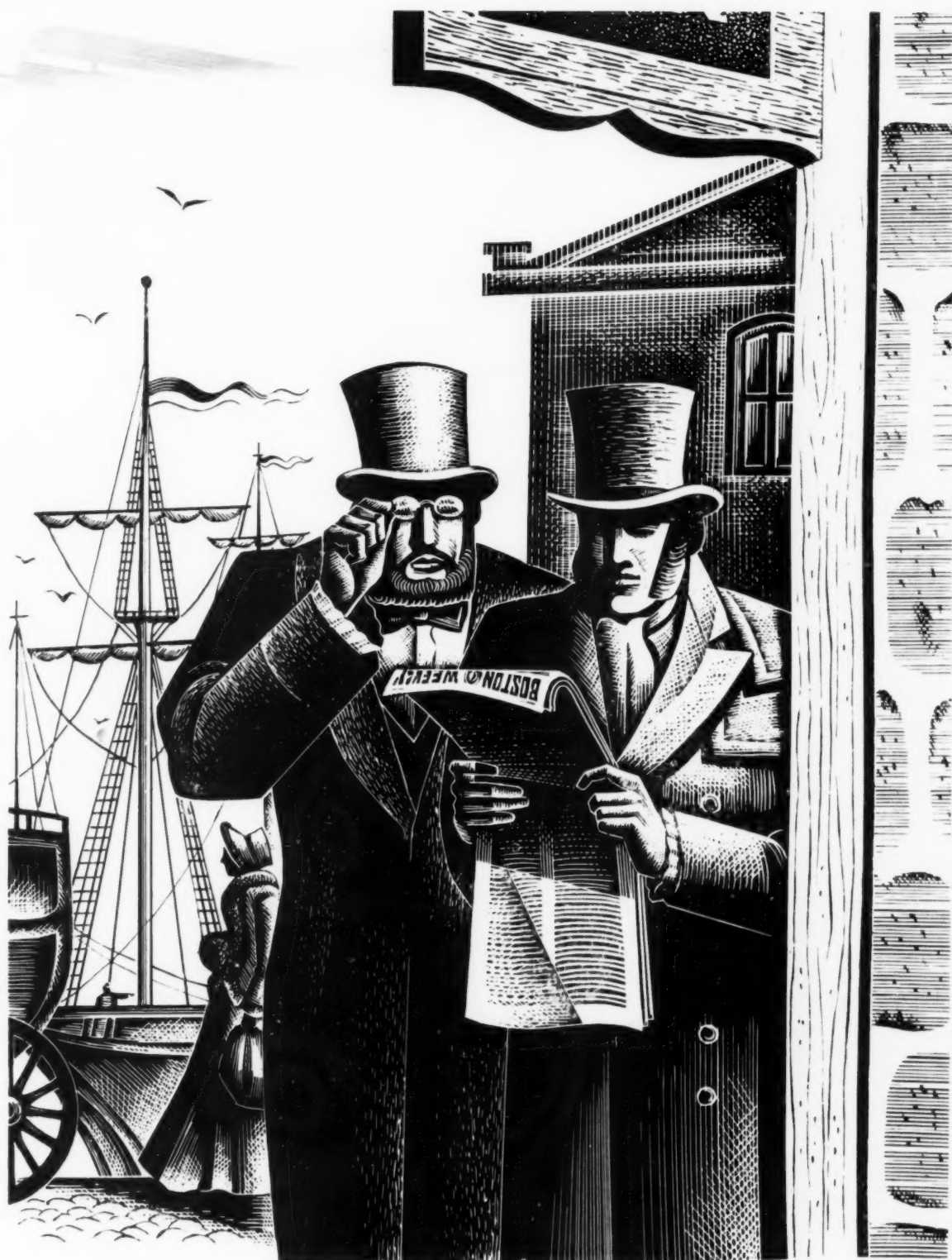
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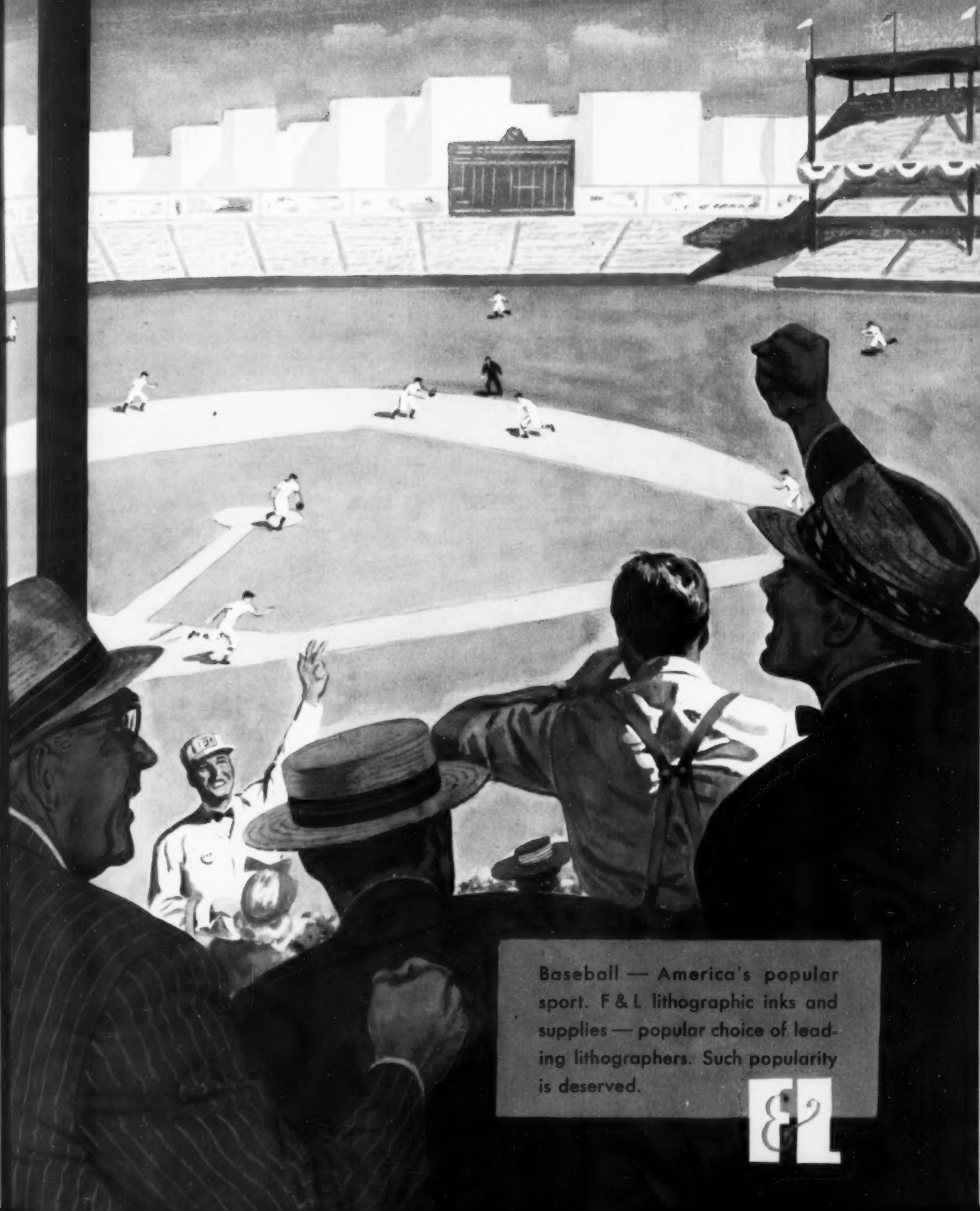
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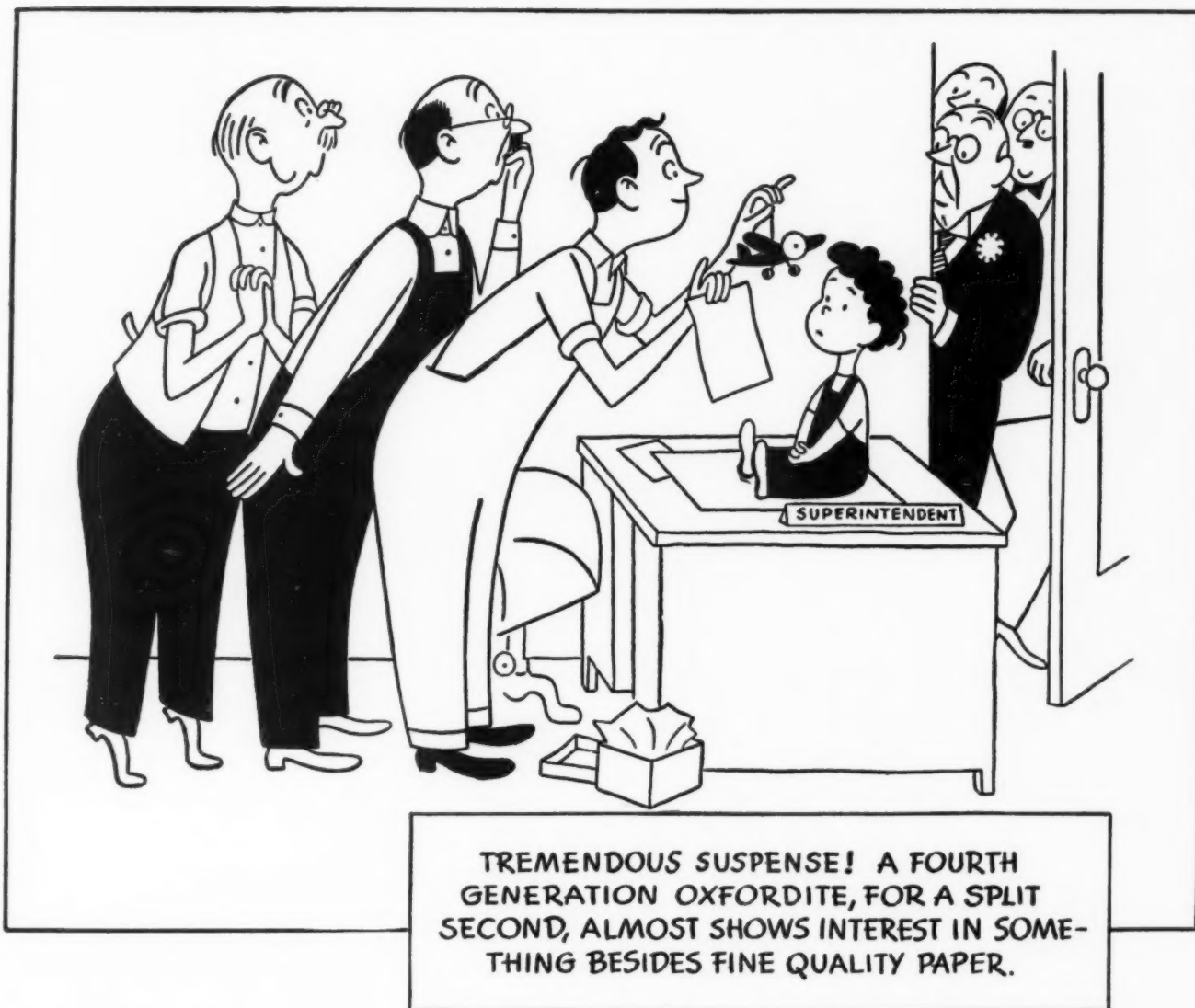
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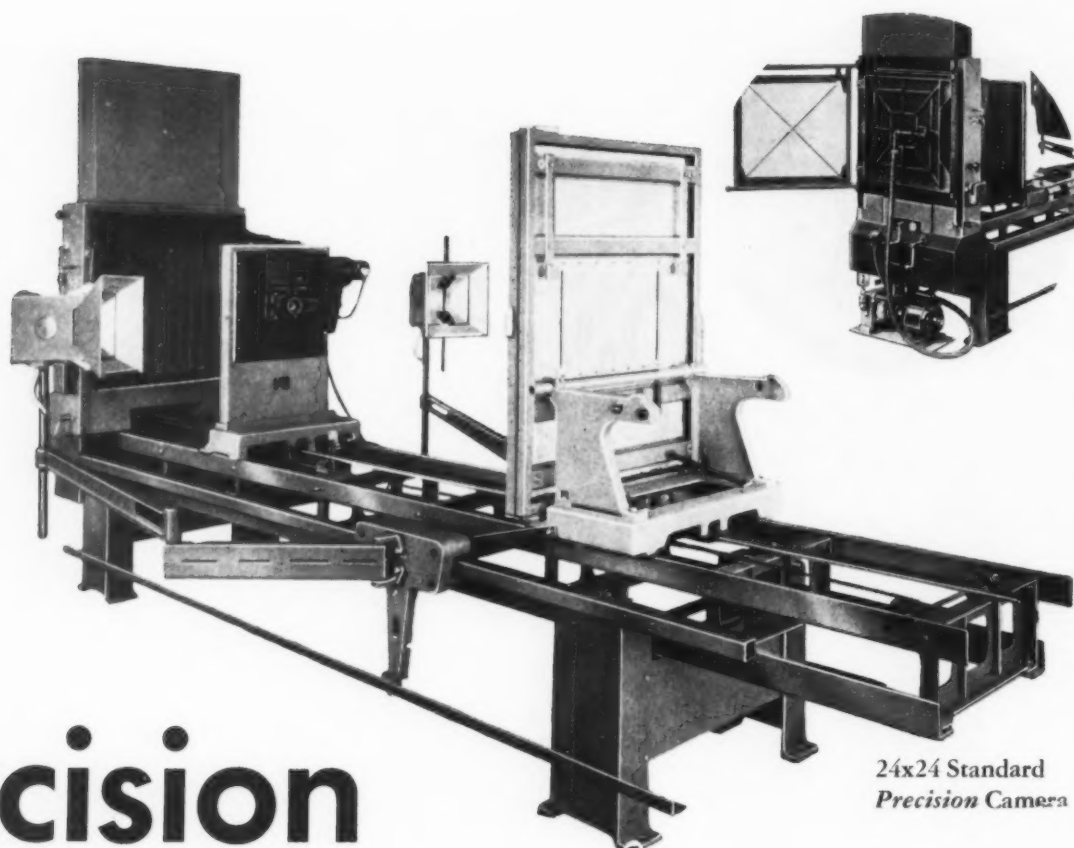
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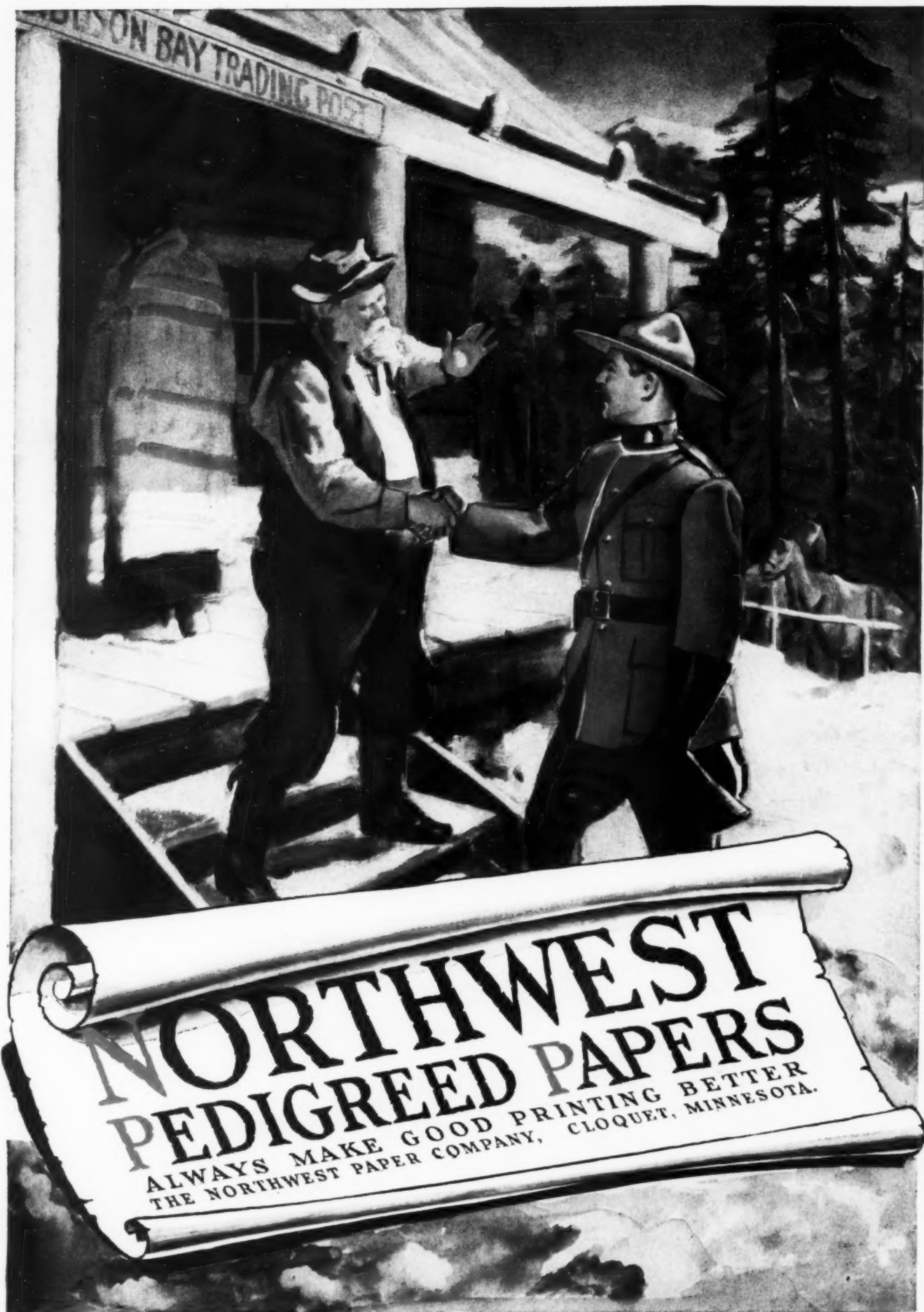


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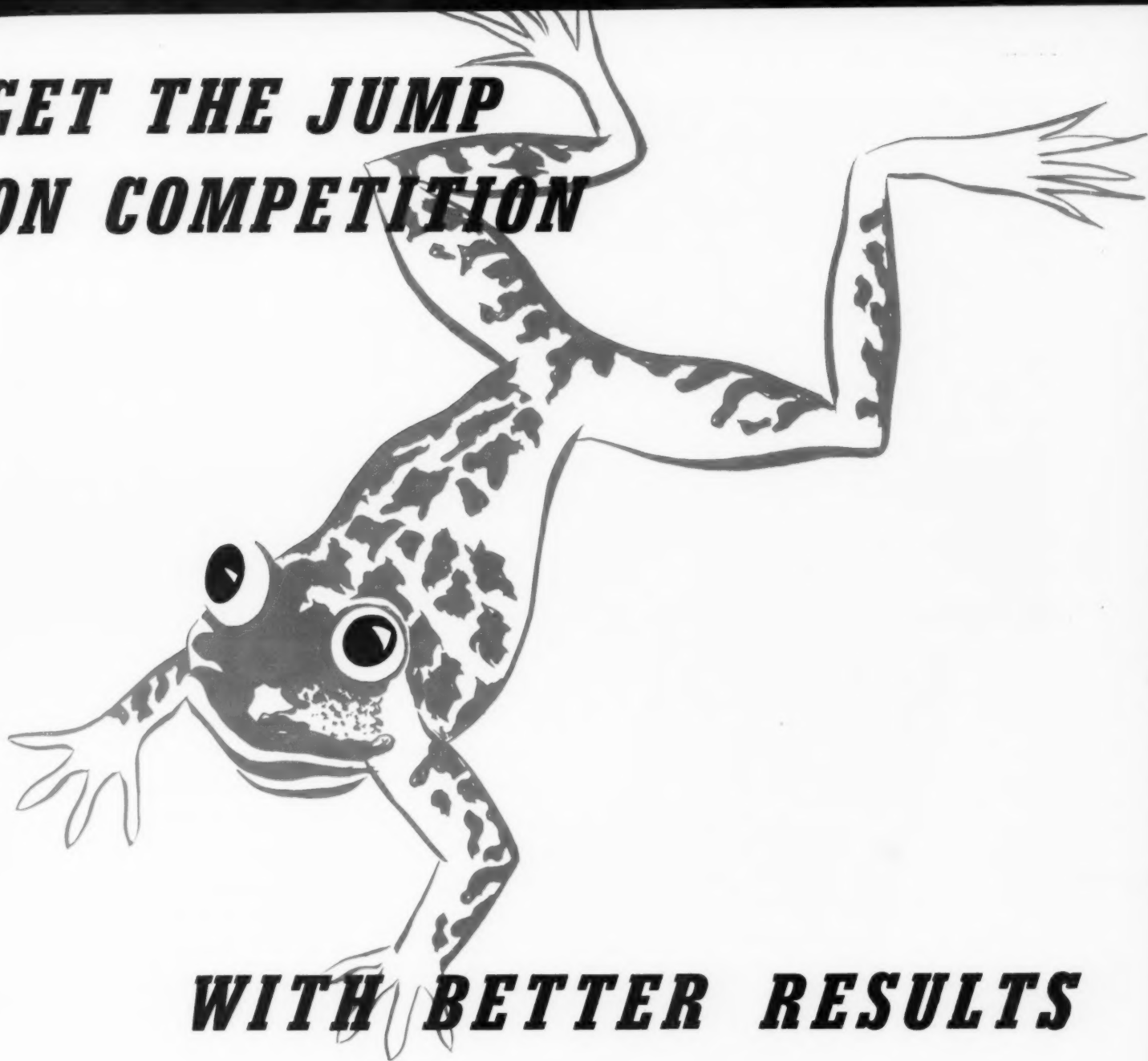
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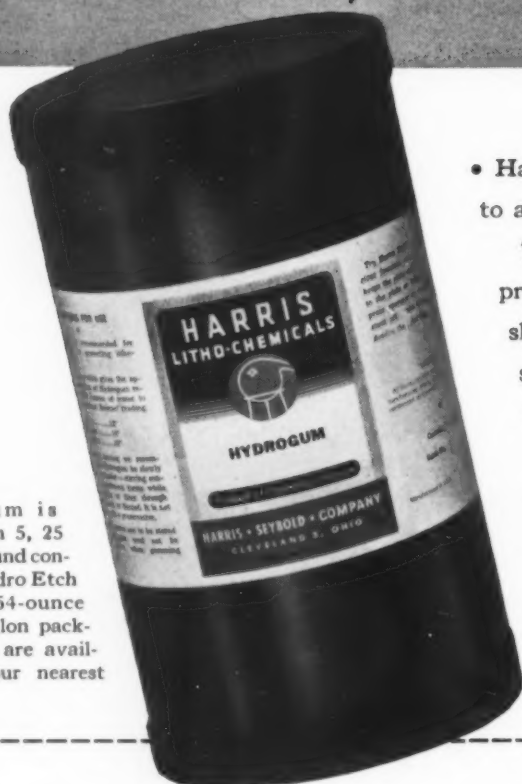
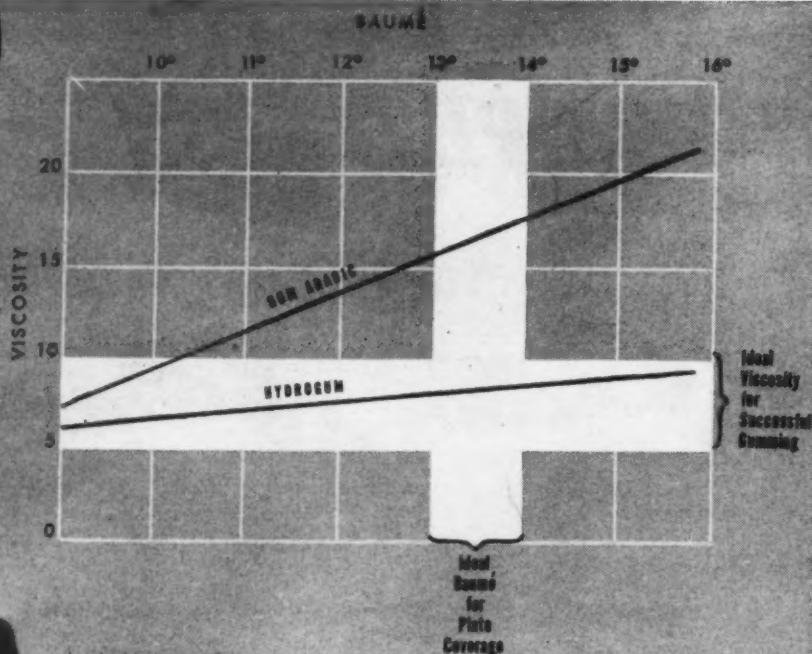
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CLEVELAND 5, OHIO

A mountain goat on pinnacles
Is always rough and ready;
He's sure of foot and much at home
Because his legs are steady.



TOPS

Steadiness is one of the principal factors that have made Atlantic Bond "Tops" with printers everywhere. Yes, steadiness, as to texture, surface, cut, moisture content, and performance on the press has made this sheet a steady favorite with those with an eye for results.

Genuinely watermarked, Atlantic Bond is a paper that holds its place consistently as a sheet that *takes* a good impression and *makes* a good impression every time it's used.

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EASTERN CORPORATION
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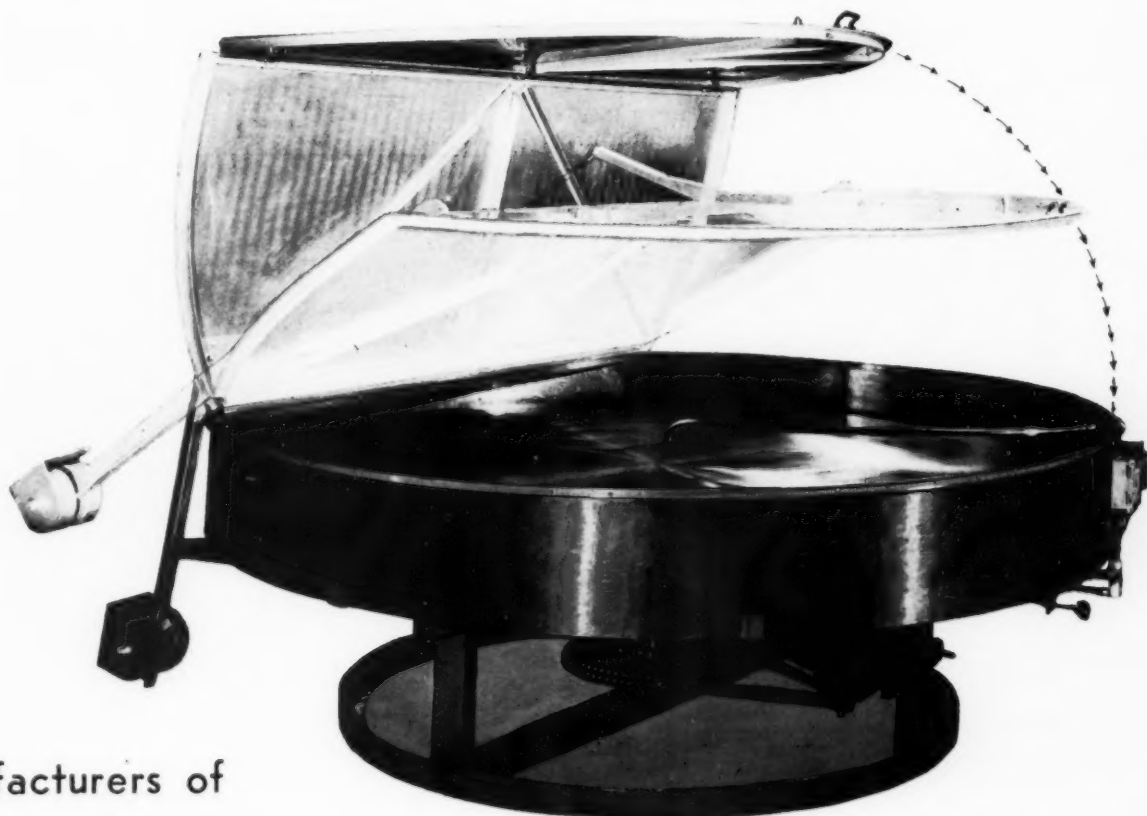


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- For offset press-plates (full view of coating)
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- Full floating counterbalance
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S E R V I C E F R O M C O A S T T O C O A S T



Man drinking water out of a Thimble

"Like drinking water out of a thimble" was once a caustic simile for cigarette-smoking; and Oscar Wilde commented that the habit was "exquisite" because it left one so "unsatisfied." Yet all the critics of cigarette-smoking and all the propaganda against it were helpless against the industry's sustained advertising and merchandising.

In 1939, U. S. consumption of cigarettes reached a pre-war peak of 173 billions. In 1946, consumption will crowd 400 billions . . . and 500 billions are forecast for the years ahead.

Paper, of course, is as big a factor in the cigarette industry as tobacco. It holds the tobacco. It is the packages, the revenue stamps, the cartons, the shipping containers, the displays, the promotional pieces, the advertisements. It

records production, sales, and profits. It provides the sales reports, the orders, the invoices. It pays the bills and delivers the annual reports.

Keeping in step with fast-stepping American industry is a constant challenge to us, for as American industry grows, so must "Paper Makers to America." We'll meet that challenge, just as Mead merchants will one day meet your every need for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines.

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

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Sales coast along with the greatest of ease as long as demand exceeds supply. When that situation changes, though, the outfit that does the hardest pedaling and the best steering will go the farthest. Smart printers help customers maintain their speed and hold fast to their handle bars, ready for the shocks ahead. The preparation of big advertising is one reason today's demand so far exceeds the supply of printing papers. And why Champion is working so hard to increase their output of all their grades . . . coated and uncoated book for letterpress and offset, envelope, tablet writing, high finish package wrap, business papers, cover, papeterie and specials.

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EDITORIALS

A NEW move in the Pacific Press (Adcraft) case developed during July when the Amalgamated Lithographers of America (CIO, Local 22, filed a motion with the National Labor Relations Board to reopen the case.

The motion cited the conditions prevailing at the Los Angeles combination lithographing-printing plant since a recent NLRB election,—conditions which certainly leave something to be desired.

In the platemaking department of the company the employees elected no union to represent them, while the pressmen chose the Printing Pressmen's union as their bargaining representative. The ALA had previously withdrawn and was not listed on the ballots.

The Pressmen's first move, according to the motion, was to demand a closed shop. The company refused, asserting that to grant a closed shop would mean complete abandonment of the offset department. The Pressmen went on strike and have been picketing the plant for over ten weeks. In the meantime the ALA crossed the picket lines and the offset department has continued in full operation, the motion states. Violence has broken out on the picket line in at least two instances and squads of police intervened with flying night sticks to quell what Los Angeles newspapers termed a riot.

A petition, signed by 49 employees of the offset department, accompanies the motion. The petition states that there is no interchange of men between the web offset presses and the web letter presses and that, furthermore, there is no interchange of men even on the feeding or folding equipment of the web offset presses and the web letter presses.

These facts, they claim, are in direct opposition to the outline of conditions as contained in the NLRB decision handed down last March. The alleged interchange of men between the letter press and offset operations carried considerable importance in the board's decision. The signers of the petition state that the Pressmen cannot in any way represent their interests in bargaining with the company. The signers include 28 ALA

members, six who have applied for ALA membership, and 15 non-union members.

The NLRB's decision to reopen or not to reopen the case at this time probably will not be known for some time, but observers say that it is a rare occurrence when a case is reopened in less than a year after the former decision. Whether the present case will be reopened after less than five months, on the impetus of this motion, remains to be seen. But the ALA has made a good argument, and one which we believe deserves a hearing.

Other employers who operate both letter press and offset departments, and there are a growing number in this category, may well be facing duplications of the Pacific Press mess as the bright new postwar era unfolds.

A good place to start hacking at the roots of this gigantic mess, and the many similar messes to be found in the country today, would be to elect some Congressmen this fall who will have guts enough to enact some *balanced* labor legislation, rather than the *unbalanced* laws which propagate such situations.

SIXTY-SIX years ago two young fellows, twins, got their first job in the lithograph business when they went to work for the late Max Schmidt in California. Louis Traung, and his late twin brother Charles, liked the business, and came up from the bench to head one of the nation's largest lithographic firms. During the past month Louis was honored on his 80th birthday anniversary. Honors came from his company associates, from lithographers across the land, from his family, and from his employees.

Mr. Traung's influence in the industry has been felt strongly over the years, and is still felt. He was one of the pioneers in the development of the four color offset press. Other developments stemming from Mr. Traung's progressive brain include the high-speed varnisher, the high-speed bronzer and other mechanical innovations now accepted as standard equipment. His contribution to the modernization of lithography has been great.

some ideas for the

NEW PLANT

SUGGESTIONS FOR PLATEMAKING EQUIPMENT AND FLOOR LAYOUT

THE platemaking department shown on the accompanying floor plan is a continuation of the floor plan for the camera and art departments which appeared in the May issue of MODERN LITHOGRAPHY.

Platemaking for photolithography can become a dirty, messy job unless the department is designed to prevent it. It is extremely important to maintain cleanliness and order in this department to keep out of trouble caused by dirt and chemical contamination. Therefore fluids must be kept off the floor, and dust and dirt removed from sinks, whirlers, containers, and tables—at least once a day and more often if needed to maintain cleanliness. The amount of cleaning time required to keep a platemaking department in good order can be reduced to a minimum by placing drains in the floors so that

whirlers and floors can be flushed with water. Standing water in sinks or on the floor is undesirable for many reasons. One is that it often causes high relative humidity and therefore affects exposures. Good drainage is a very good investment.

Since wooden sinks are most often used and they must always contain water, the amount of moisture in the air often becomes troublesome where the plant is not air conditioned. A suction air vent conveniently placed to carry off fumes and moisture laden air is necessary in the absence of air conditioning. Each sink should be provided with a chemical stand or handy shelf for etches, sponges, brushes, etc.

Figure No. 1 shows a cross section diagram of a plate etching sink. This sink contains a slanting platform to support the plates, at the top of which

By I. H. SAYRE

Technical Editor

is a pipe spray. The pipe is perforated with $\frac{1}{8}$ inch holes about $\frac{3}{4}$ inch apart all the way across the top of the platform. It may be turned on and off by a lever at the left side or by a foot treadle. A hot and cold water mixture should be fed to this spray.

The whirlers should have a drain in the drum which will carry off fluids rapidly, and a hose should be placed where it can be brought over to the whirler to wash it thoroughly. It is very detrimental to good platemaking to have any water or sludge standing in the drum.

The vacuum frames must be kept clean, rubber mats free of dust and dirt, glasses spotless, vacuum pres-

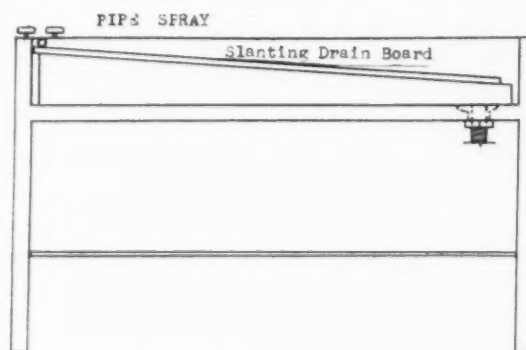
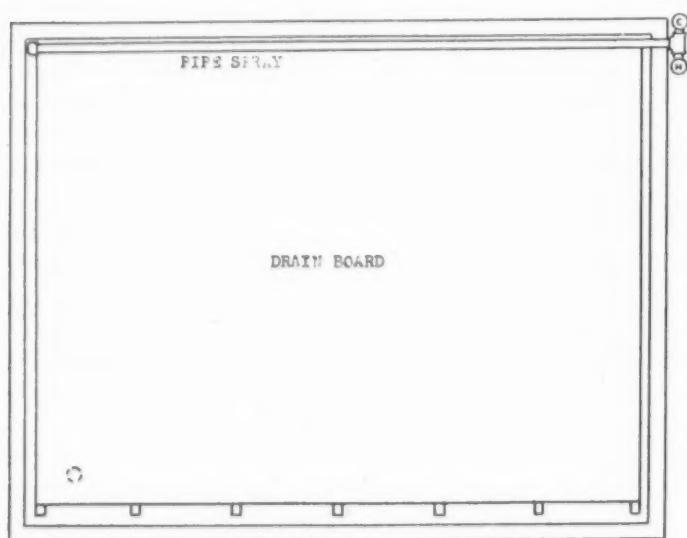
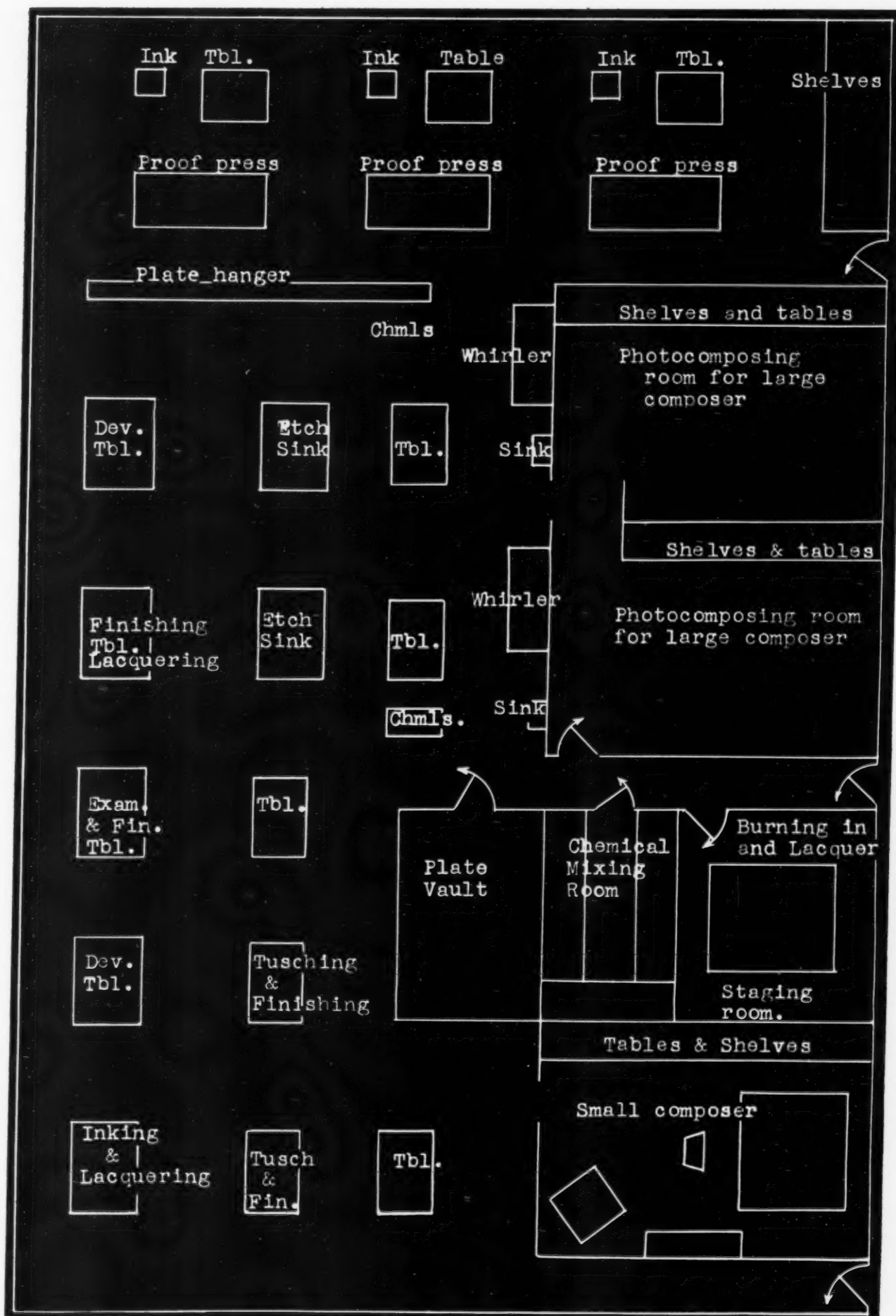


FIGURE 1

(Above) A cross section view of a plate etching sink. At left is a top view of the same sink.



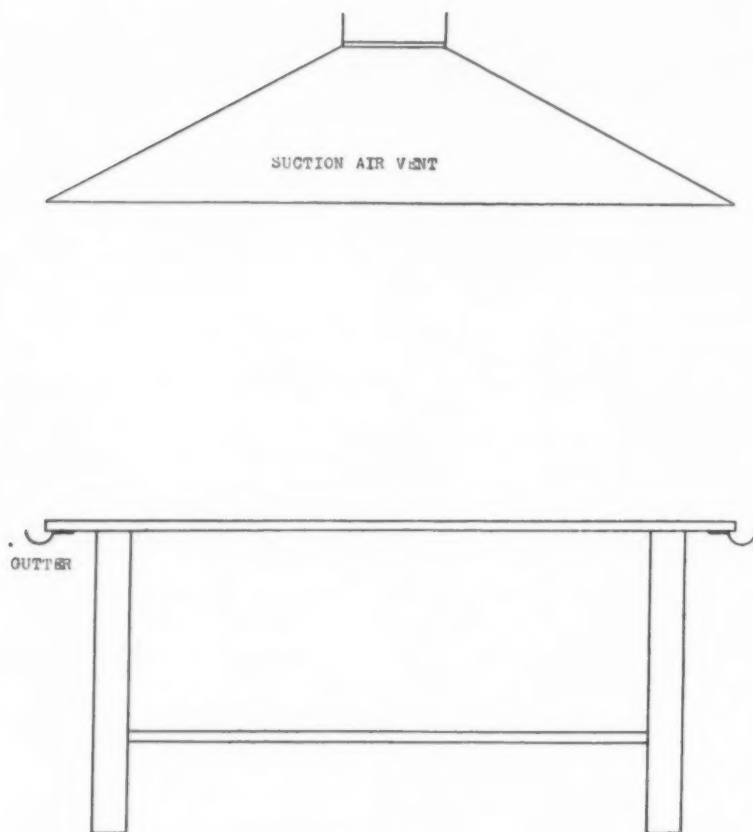


FIGURE 2

A cross section analysis of a developing table for deep etched plates as described in the text of the article.

sure gauges in good working order. Again, efficient arrangement here requires a shelf for tools, and a table large enough to hold plates, placed near the frame.

The photocomposing machine, too, should have a table or work bench at the right hand side of the machine where the machines are operated. A good amber light should be placed at this side (as well as by the vacuum frames) by which to make adjustments on plates or to illuminate reading matter, composer numerals, etc., without affecting the plate coating. Amber lights may be used close to the coated plate surface on an extension cord.

Painting out, lacquering, or staging is done under amber lights, as is any other operation which requires that a coated plate be handled under light which will not affect the coating. "Burning out" is common prac-

tice on large plates and this is the act of covering the image areas of the plate before exposing the remainder of the coating under arc lights, as in deep etch work, to harden large areas which would otherwise have to be staged out. The old style composing machine or horizontal table is most convenient for this work, with the arc light suspended above. The plate is covered with goldenrod, red, or black, masking paper in the work areas, and, therefore, tables or shelves containing, tape, paper, scissors, sharp blades, etc., as well as staging materials should be provided in this room. Staging or burning out usually takes quite a lot of time, so this operation should be protected by a partition around the table to prevent light from reaching the plate other than that from the amber bulb, or the arc lights.

Figure No. 2 shows a cross section analysis of a developing table for deep etched plates. Developing "sinks" have been in use, but since these are often objectionable because moisture, solutions, and refuse collect under the table section supporting the plate, the table with a gutter running around the edge to catch and drain off developing solutions is a cleaner and better arrangement. This type of table preferably is made of wood or plastic instead of stone or metal because the latter chills the plates in winter time and causes development to take place very slowly. If metal is used, a heating unit should be placed underneath the developing board which can be used to bring the board to room temperature (77 to 80°F.).

Plenty of examining tables and finishing tables with work benches or shelves near at hand are required. A plate hanging rack, to hold plates which are not being worked on, is an important item. The less the plates are handled in moving them from place to place, the less danger of staining, scratching, buckling, or denting them. The plates should not be allowed to lay around where workmen may lean on them with hands, tools, or elbows as is too often seen. There is no way of estimating the amount of careless damage done in this manner which must be corrected either in the pressroom or later in the plateroom when plates are returned.

The proof presses are located near the art department and near windows. If it is impossible to place them near windows, daylight lamps should be provided for color matching.

It is not necessary to have the walls of the photocomposing rooms shown on this layout extend from floor to ceiling. These partitions may be a foot off the floor or only high enough to shield the machinery completely from light from the outside. If the photocomposing machines have curtains, no partition is needed for light protection, although it is usually desirable for other reasons. ★ ★

VIOLATIONS

Wage and Hour Law in the Litho Industry

INSPECTIONS by the Wage and Hour and Public Contracts Divisions, U. S. Department of Labor, during recent months reveal that more than 300 employees in what the divisions classify as "miscellaneous printing trades" had been paid less than the 40 cents an hour minimum wage required under the Fair Labor Standards Act.

Since the divisions classify lithographers in this category, the results of these inspections, made during a nine months period ended April 1, 1946, are of interest to the industry. The "miscellaneous printing trades" classification covers establishments primarily engaged in: (1) preparing lithography, gravure or rotogravure plates, and printing from such plates; (2) offset printing; (3) designing and manufacturing greeting, valentine and Christmas cards, and Christmas seals; (4) machine and hand type-setting; (5) engraving and etching steel and copper plates, and making photoengraved plates, in using these plates to print stationery, visiting cards, maps, half tones, etc., and in making woodcuts for use in printing illustrations, posters, etc.; (6) making stereotype and electrotypes plates.

The report does not break down the findings by types of establishments, but shows that in more than 200 inspections in the industry group nearly 100 employers were found in violation of the minimum wage, overtime pay, and child labor provisions of the wage and hour law. The violations involved more than 600 employees, the minimum wage underpayments affecting more than 300 of these.

The divisions point out that inspec-

Back wages totaling \$30,000 have been paid by employers for violations of the 40 cent per hour minimum law

tions are made on the basis of complaints, or where other reasons indicate violations may exist, so the results do not necessarily mean that the printing fields covered are in general violation as a whole. However, since this basic wage and hour law now is more than seven years old, it would appear that compliance, especially in an industry in which high wages are common, would be more complete.

The Law's Provisions

The basic provisions of the law are simple. Unless *specifically* exempted, all employees engaged in commerce or in the production of goods for commerce, including occupations necessary to such production, must be paid not less than 40 cents an hour and must receive overtime pay not less than time and one-half their regular rate of pay for work beyond 40 hours a workweek. The law's definition of "produced" is extremely broad and, generally, employees in lithographic work are considered engaged in production which comes under this definition.

Violations of the law can be costly. The violating employers in the miscellaneous printing trades covered by the nine months' report paid restitution of back wages amounting to some \$30,000. But, in addition to payment of back wages found due, employers are liable to court action by individual employees who may, by mandatory

provision of the Act, receive double the amount of back wages due, in addition to which the affected employers would be required to pay a reasonable attorney's fee, and costs.

"More than seven years of experience has revealed to the division that most employers desire to comply with the Act," L. Metcalfe Walling, administrator of the divisions, said in connection with the inspection findings. "Continuing enforcement is necessary, therefore, both to assure the workers of the wages legally due them, and to protect the great majority of employers who maintain fair standards against undercutting competition from the relatively small proportion who flout the law."

Although a lithographer may not sell or ship his products in interstate commerce, the work of his employees is covered by the Act if at the time of production the employer knows or has reason to believe that the persons who buy and use his products will send them out of the state eventually. The amount of an employer's products which enters interstate commerce, either through direct sale and shipment or by users of the products within the state of production, is not a factor. If *any* of the products are produced for interstate commerce, their production is a covered process under the Act, and employees who were engaged in *any* work in connection with such production are entitled to the minimum wage and overtime protection of the Act for each of the workweeks in which they were so engaged, unless *specifically* exempted. The coverage which applies to those who actually set up and run off a job which is destined for interstate

commerce applies as well to office workers, maintenance workers, watchmen, etc., if their duties are necessary to the production of the goods.

Specific Exemptions Listed

Specific exemption from the minimum wage and overtime provisions is possible under the Act for those employees whose duties, responsibilities and compensation comply with *all* of the basic requirements for exemption under the division's regulations (available on request) covering "executive," "administrative," "professional" or "outside salesman" classifications. Employers are advised to make certain that their supervisory, professional and sales employees who *may* meet these exemption requirements *actually do*, before considering them exempted.

Here are the basic requirements for each of the classifications listed:

"Executive:"—1. Must have as his primary duty the management of an establishment or a customarily recognized department or subdivision, *and*

2. Must customarily and regularly direct the work of other employees and exercise discretionary powers; must have authority to hire or fire to make suggestions and recommendations which will be given particular weight, as to the hiring, firing, advancement and promotion of the subordinate employees, *and*

3. Must not perform non-exempt work (work of the same nature as that performed by non-exempt employees) more than 20 per cent of the number of hours worked in the workweek by the non-exempt employees under his direction, except where the employee is in sole charge of an independent establishment or a physically separated branch establishment, *and*

4. Must receive minimum pay of \$30 a week, on a salary basis.

"Administrative:"—1. Must, with the exercise of discretion and independent judgment—

(a) regularly and directly assist an executive or administrative employee, where such assistance is non-manual in nature, *or*

(b) perform under only general supervision responsible non-

Location of Regional Offices of the WAGE AND HOUR DIVISION

BOSTON 8, MASS.
Old South Building
294 Washington Street

NEW YORK 1, N. Y.
Parcel Post Building
341 Ninth Avenue

PHILADELPHIA 7, PA.
1216 Widener Building
Chestnut and Juniper Streets

RICHMOND 19, VA.
215 Richmond Trust Building
627 East Main Street

ATLANTA 3, GA.
Fifth Floor, Carl Witt Building
249 Peachtree Street, N. E.

BIRMINGHAM 3, ALA.
1007 Comer Building
2026 - Second Ave., North

NASHVILLE 3, TENN.
509 Medical Arts Building
119 - Seventh Ave., North

CLEVELAND 13, OHIO
4237 Main Post Office
West Third and Prospect Avenue

CHICAGO 54, ILL.
1200 Merchandise Mart
222 West North Bank Drive

MINNEAPOLIS 3, MINN.
406 Pence Building
730 Hennepin Avenue

KANSAS CITY 6, MO.
Fidelity Building
911 Walnut Street

DALLAS 2, TEXAS
Rio Grande National Building
1100 Main Street

SAN FRANCISCO 3, CALIF.
501 Humboldt Bank Building
785 Market Street

manual office or field work, directly related to management policies or general business operations, along specialized or technical lines requiring special training, experience or knowledge, *or*
(c) execute under only general supervision non-manual assignments and tasks directly related to management policies or general business operations, *and*

2. Must receive minimum pay of \$200 a month or \$50 a week, on a salary or fee basis.

"Professional:"—The same minimum monthly salary or fee basis required for "administrative" em-

ployees applies to "professional" employees who, generally, must perform work which is original, creative, intellectual and varied, in a recognized field of artistic endeavor, not subject to standardization, and requiring the exercise of discretion and judgment.

"Outside Salesman:"—Essentially, the term "outside salesman" refers to salesmen whose work is carried on away from the employer's place of business; in other words, men whose time is spent calling on prospects and customers. This includes route salesmen who do actual selling, rather than mere delivery work.

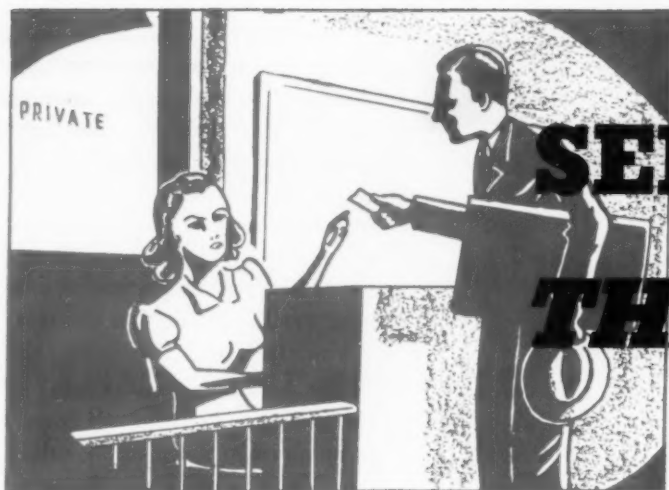
Employers are urged not to guess about exemptions, but to make certain. Assistance in classifying certain employees may be obtained from the divisions, through their regional offices in the various states. (A list of regional offices accompanies this article.) The divisions also are prepared to assist employers in determining how any bonus or incentive plan they may have is to be considered with respect to the wage and overtime provisions of the Act.

Hours of Work Not Limited

The printing industry knows that the Act does not in any way limit the hours of work of any employee, but merely provides as to hours that time and one-half be paid for work beyond 40 hours in a single workweek to all covered employees who are not specifically exempted from its overtime provisions. Actually, there is special provision in the Act for flexible workweeks, which can be agreed to through collective bargaining between employers and representatives of employees certified as bona fide by the National Labor Relations Board. Union contracts are by no means unusual in the printing industry, and the Act in no manner voids or supercedes any such contract, *unless* the existing contract calls for working standards below those required by the Act for covered workers.

Two types of contract provisions contain the flexibility offered. One such type of contract, agreed to by qualified representatives of workers

(Continued on Page 79)



SELLING IDEAS THAT WORK

By **HERBERT AHRENDT**

Ahrendt, Inc., New York

IT IS generally agreed that a printing or lithography salesman must have personality, poise, knowledge, tact, neatness, dependability, honesty, dignity, sociability and perseverance to be a success, but we believe that one of the most important things to possess, acquire or develop is *brains plus imagination*.

Now let's examine some ideas which can be used to keep the ball a-rolling. So that you will remember, we shall call this "The Snowball Plan." When winter comes around and snow covers the ground did you ever notice how the children, when first starting out to make a snowman, take a small ball of snow and by pushing it along it becomes bigger and bigger and then becomes so big that they can't push it any more? This becomes the main backbone of the smiling snowman with a pipe in his mouth and a broomstick in his arms. The sturdy fellow remains until all the snow around him is melted. He started out as just a little snowball. By utilizing "A Snowball Plan of Ideas" your foundation of selling will grow bigger and bigger and will remain while other methods of selling will melt away and disappear.

Here are a number of ideas and suggestions for a start. It is up to you to add to them and start pushing the ball around:

A concern which had many salesmen was visited by a printing sales-

man who suggested a catalog business card with sixteen pages containing illustrations and descriptions of their many products instead of the usual engraved single card which had no selling value whatsoever. The increased sales which resulted endeared this salesman to the manufacturer.

A salesman calling on a prospect asked for samples of the many forms which were in use by a prospective client. By pasting them up on a large sheet which could be run advantageously on one of his larger presses he showed how the company could save money by buying a year's supply at a time.

A company wanted to inject a bit of color in its halftone illustrations. An enterprising printing salesman showed how by the use of duo-tone ink an unusual result could be obtained. He also suggested that two halftones be made, the black with the screen at 45 degrees and color plate at 75 degrees, so the color dots will print in the white spaces between the black dots to create an unusual effect.

An enterprising printing salesman should always try the unusual. How many folders and circulars could be created for unusual attention value just by the addition of a clever die cut-out or fold? The paper houses will soon be getting out some wonderful suggestions which they used to

send out quite regularly before the war. It is up to the salesman to start making a collection. A large 9 x 12 kraft envelope is ideal, with the contents jotted down on the outside for ready reference. Different lines of businesses can be separated and cross indexed.

One salesman we know of makes a hobby of taking company letterheads, re-designing them and submitting them for approval as an entry to other business.

Even the lowly envelope corner card can be improved in most cases, and can be offered as a suggestion. Just for fun, take particular notice of the envelopes which come to you in your daily mail and see how ordinary and uninteresting they are. Examine stock cuts and art work and start with the illustration. Type selected in keeping, to match, can be easily added. The vase, the pyramid, the inverted pyramid and the balance off-center mass method should be tried out. An additional color always improves a letterhead or envelope if used judiciously.

Just a simple little thing like adding a cobweb or spider design glassine over a catalog cover can take it out of the commonplace if suggested by an alert printing salesman. Besides being attractive, it serves a useful purpose by keeping the cover clean and neat. Color printing thereon or even a circular or triangular cut-out where the title or trade-mark



could show through would help to get the reader's attention and curiosity.

An idea minded salesman, after printing a letterhead and multigraphing a letter for an insurance company, stacked them up and applied a blowtorch to all four sides to produce an unusual border. The inquiries doubled with a happy result all around.

At one time scented business cards imported from France were quite the rage for millinery, gown and beauty shops. A blotter sprayed with cologne or perfume could be easily sold to a florist or a perfume house. We suggest this because doing the unusual, even if the idea is ancient, will pay dividends. The vogue for old fashioned types just now in direct mail, magazine and in the newspapers will bear this out.

A salesman who was asked how cheaply he could make up some letterheads pulled out a bunch of samples printed on newsprint, following this up with specimens printed on a good crisp quality paper. Needless to say, the customer was soon taken off the price angle and a nice order resulted.

Many salesmen are now being confronted with the problem of paper shortages and it is hard for the customer to believe that he can't get what he wants in all cases. Some paper houses are getting out stock inventories each month and even though a lot of it is sold before the list even reaches the printer it is a

The accompanying article won first prize of \$100 in the 1946 annual McCoy Award Competition sponsored by the Associated Printing Salesmen of New York. The award was initiated last year by Charles G. McCoy, New York Employing Printers Association, honorary secretary of the APS.

good idea to keep in touch with your paper house at frequent intervals, in turn advising your clients as to what stocks are available.

As most paper houses do not contact the consumer direct, this information would be appreciated. Much grief can be avoided if the client knows he shouldn't specify a paper which cannot be delivered. An order sometimes can be secured by starting with the paper which is available. Every customer likes to know that you are thinking about him and his interests and cannot help but to be flattered by your attention.

If a client gets out a small four page house organ, suggest the idea which is now being used by an enterprising and economy minded paper manufacturer. It is printed in the form of a French fold and when opened out a timely motto with an illustration and attractive border spreads out for hanging on the wall. This house organ never gets thrown away.

In this day of changing prices, when new pages were sent out to replace old ones in a loose leaf price

list, a manufacturer discovered that either they weren't put in or the old ones weren't taken out due to the similarity. The printing salesman suggested that in the future all changes should be printed on canary colored stock so that the customers would become accustomed to associating the color with changes and would be more careful to see that changes were properly inserted.

A large manufacturer was using a catalog and price list with self cover. He complained to the printing salesman that after much handling the cover became greatly soiled. The printing salesman suggested that a russet-colored cover paper be used to overcome the grime of thumbing. The result was a large order for the next catalog including a beautiful colored cover, which increased the price of the job and additional commission for the salesman, and a satisfied customer.

A salesman called on a large garage owner, but was told that no printing was needed. The salesman didn't put on his hat to leave but suggested that, being near income tax time, it would be a good idea for him to go over his books and mail a statement to each individual car owner showing how much he spent in one year. It was the salesman's understanding that it was permissible to make deductions for the expense of motor car maintenance when the car was used for business purposes. With the statement, the salesman suggested a blotter, with a letter expressing appreciation for the customer's patronage. Needless to say, the salesman walked out with orders for statements, envelopes, letterheads and blotters instead of going out empty-handed.

When gathering up specimens to be shown to a client, refer back to the job ticket in the office and jot down the quantity and the price on each one. This would give your prospective client a general idea as to what a similar job would cost him. Sometimes a customer may be interested in a particular mailing piece, but in the interval between the estimate and the call-back his interest might cease.

(Continued on Page 81)

Craftsmen's Program for Montreal Meeting Covers Many Trade Subjects

**International convention will be at
Mount Royal Hotel in Canada's larg-
est city; paper, ink, production, mod-
ernization, training, are included**

A PROGRAM covering new production methods, developments in composition, ink, and paper, plant modernization, training of men, and other topics was announced during July for the 27th annual convention of the International Association of Printing House Craftsmen. The convention will be held Monday, Tuesday and Wednesday, September 9, 10 and 11 at the Mount Royal Hotel, Montreal, Canada. Registration begins at 10 a.m. Sunday, September 8.

The tentative program, with many details still to be announced, was released during July as follows:

Sunday—September 8

- 10.00 a.m. to 10.00 p.m.—Registration
- 10.00 a.m. — International Board Meeting
- 8.30 p.m. to 10.00 p.m.—Social and entertainment program

Monday—September 9

- 8.00 a.m. to 5.00 p.m.—Registration
- 9.00 a.m. — Convention Session — Convention Chairman presiding.
- Invocation
- Address of Welcome—Montreal Club
- Address of Welcome—Government President
- Response to Addresses of Welcome — W. H. Griffin, First Vice-Pres.
- Introduction of International President—Montreal Club President

Roll Call of Clubs—International Secretary
Appointment of Convention Committees

- 11.00 a.m.—Presentation of Resolutions and Amendments
- Report of International President, H. Guy Bradley
- Report of Credentials Committee
- 12.00 noon—Adjournment

2.30 p.m.—Typographic Clinic

Chairman—Wilbert Hamilton, 22 Spruce Street, Ottawa, Ont.

- (a) "Type Design"—Paul A. Bennett, Mergenthaler Linotype Corp.
- (b) "Type Usage" — Howard King, Intertype Corp.
- (c) "Phototypesetting"—Mac D. Sinclair, Editor, *Printing Equipment Engineer*.

Photo Mechanical Processes Clinic

Chairman—John A. McLean, Superintendent of Platemaking, U. S. Government Printing Office

- (a) "Color Photography" — Reginald Batten, Rapid Grip and Batten Limited, Toronto
- (b) "Photocomposing" F. W. C. French, Lanston Monotype Machine Co.
- (c) "Photomechanical Developments"—Ernest E. Jones, Graphic Arts Corp. of Ohio.

5.00 p.m.—Adjournment

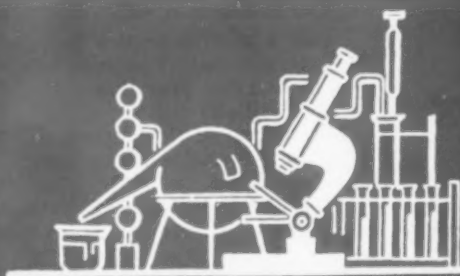
- 6.30 p.m. to 9.00 p.m.—Club Management Dinner, Chairman—Mr. Gracie Oakes.
- Discussion Leaders — Herman W. Verseput, Perry Long.

Tuesday—September 10

- 8.00 to 5.00 p.m.—Registration
- 9.30 a.m.—Convention Session—International President H. Guy Bradley presiding
- Roll Call
- Reports of Committees
- San Francisco Resolution
- Business
- Final Time for presentation of Resolutions and Amendments
- 11.30 a.m.—Adjournment
- 1.30 p.m.—*Paper Clinic*
- Chairman—A. P. Jewett, Provincial Paper Limited, Toronto
- (a) "New Developments in Printing Papers" — R. I. Drake, Champion Paper & Fibre Co.
- (b) "Printability of Paper" William B. Maul, Mead Corp.
- Plant Building & Modernizing Clinic; Chairman—M. George Martin, Production Mgr., Louisville Courier-Journal and Times, Louisville, Ky.*
- (a) "Printing Plant Building"—Robert W. Dickerson, Maier and Walsh and Dickerson, Cleveland 15, Ohio
- (b) "Plant Modernizing"—A. C. Arnesen, Engineering Department, American Type Founders, Inc.
- 3.30 p.m.—Adjournment
- 4.15 p.m. — Sightseeing Tour for Delegates and Ladies
- 6.30 p.m. to 9.30 p.m.—(Supper meeting to be announced)
- 11.00 p.m.—Nominating Committee Meeting

Wednesday—September 11

- 8.00 to 12.00 noon—Registration
- 9.30 a.m. *Job Analysis and Training Clinic*, Chairman — (To be announced)
- (a) "Job Analysis" — Edward Nymark, McLean Hunter Publishing Co., Toronto
- (b) "Job Training," Wade E. Griswold, Litho, Tech. Foundation.
- Printing Ink Clinic*
- Chairman—Charles Conquergood, Canada Printing Ink Co., Toronto
- (a) "Printing Ink Dopes and Trouble Shooting" — G. L. Erikson, Technical Director, The Braden-Sutphin Ink Co., Cleveland
- (b) "Progress in Ink Making," A. J. Math, Sinclair & Valentine Co.
- 12.00 noon—Adjournment
- 2.00 p.m. — Convention Session — Report of Resolutions Committee
- Nomination and Election of Officers
- Summation by A. Metcalfe
- Choice of Next Convention City
- 3.30 p.m.—Adjournment
- 6.30 p.m.—Banquet
- Awarding of International Bulletin Contest Trophies
- Installation of New International Officers by Eric O'Connor



How Lithographers Can Profit From Present Research

NEVER in history has research been in such demand as a direct means of improving processes and techniques of manufacture or reproduction, for removing wastes, lost motion, and the effects of human variables. Fortunate is the industry or the individual plant that already has it organized and under way. This is especially true because it is not easy to set up the facilities, develop the programs, the projects most likely to solve problems, bring together men of the proper experience and the right kind of scientific knowledge, develop the sympathetic attitudes and points of view for the administration of research that insure results.

The 150-year-old lithographic industry, which has grown from an art to a craft, practically to a manufacturing utility employing line production methods, is fortunate because it has modern research facilities and manpower as well as a background of experience and a record of achievement with all the attendant adjustments of technique, talents, skilled craftsmanship, materials and equipment. Twenty-two years ago farsighted lithographers and their closely associated suppliers saw what scientific research could do for the improvement of the process, and saw a provision for insurance for continued progress, development, and future of the industry.

How much those directly or indirectly concerned with the lithographic process will benefit from the modern research facilities of the Lithographic

Technical Foundation under its new association with Armour, and the broad experience and wide range of scientific knowledge of those on the staff and available for council and service, depends not only on determination and recognition of the real needs to meet the opportunities of the industry but on the understanding of research itself.

Professor Reed, director of LTF research, with his background of lithographic knowledge, research experience and service to this industry has this to say:

"Lithography needs four types of technical service:

"1—Basic or long term research directed toward improvement of lithographic materials, processes and equipment. Such research is of maximum importance since it benefits the industry as a whole, or at least large sections of it. It is the type of work that the Foundation is best set up to do since it should be a cooperative effort.

"2—Short term research—the solution of immediate production problems common to lithographers in general. This type of research is advance trouble shooting. While it is of immediate importance, the benefits of basic research will be far greater in the long run. The Foundation should, of course, devote some of its research time to work of this type.

"3—Testing of materials and products. This is necessary to

adequate production control but obviously must be done in the individual shop or by a commercial testing laboratory. Many plants now have technical staffs and laboratories for this purpose. Such staffs are particularly helpful in trouble shooting and process control.

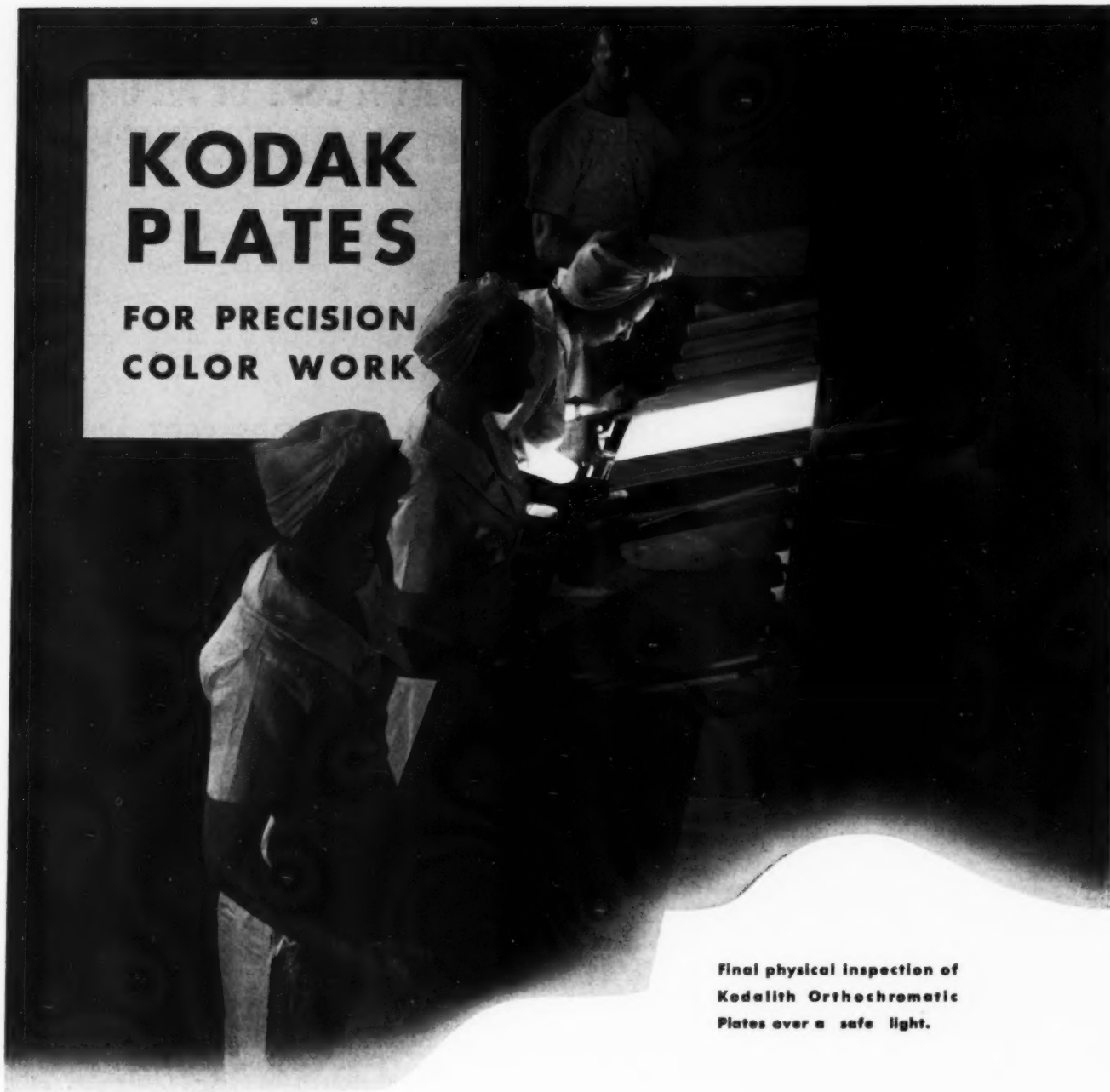
"4—Product development—the development of new or proprietary products, which may or may not be patentable, but which are of primary benefit to the individual shop itself. Many shops employ research men for this purpose. Others hire industrial research organizations who will work in strict confidence.

"Lithographers should inform themselves regarding the relative benefits to be derived from these various technical services, and especially from the basic research program of the Lithographic Technical Foundation. Members of the Foundation's staff are always available for consultation."

Anyone approaching the problem of arriving at the right attitude and understanding of research would do well to read the complete article, Industrial Research Pattern of the United States, in the November 10th, 1945, issue of *Chemical and Engineering News*. It was written by Harold Vagtborg, president of the Mid-West Research Institute, formerly research director and currently a member of the board of Armour Research Foundation. In his article he mentions the position of the cooperative research of the Lithographic

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Superintendent	Followup Clerk
Production Manager	Estimator (Grade A)
Schedule Clerk	Estimator (Grade B)

There are no published or "going rates" for these jobs. The N.A.P.L. is making this survey so that information will be available to lithographic management.

IF YOU WANT YOUR COPY do the following: BEFORE SEPT. 15

1. Cut out this page and fill out the information under Survey Form below as it applies to your plant.
2. DO NOT SIGN YOUR COMPANY NAME TO THIS FORM. Send letter of transmittal on company letterhead signed by responsible company official, and clip this filled out page to it.

WHEN WE RECEIVE YOUR INFORMATION:

1. Company letterheads will be detached and each form will be given a code number, so that identity of reporting plants will be confidential.
2. COPY OF FINISHED SURVEY WILL BE MAILED TO EACH REPORTING LITHOGRAPHIC PLANT—(Report will not be available to plants who do not participate in the survey.)

JOB SPECIFICATIONS

In using this form report the job description below that corresponds closest to the job in your plant.

SUPERINTENDENT—Is responsible for and directs all shop departments. Hires and fires shop personnel. Coordinates the work of shop foremen. In small plant may establish production schedules. In large plants follows schedules established by production manager. May furnish hourly estimates to estimator or determine best method of producing a job.

PRODUCTION MANAGER—Performs all duties of superintendent. In addition establishes departmental work schedules in plant and through outside services. In larger plants may have one or more superintendents reporting to him.

SCHEDULE CLERK—Receives shop orders and breaks down into departmental hours. Schedules production through each shop department. May give delivery promises. Watches hourly load in each department. May act as assistant to Superintendent or Production Manager.

FOLLOWUP CLERK—Follows progress of work through each shop department several times daily and reports progress to Schedule Clerk or Superintendent. Expedites production schedules in case of shortage of material or information. May act as assistant to Superintendent or Production Manager.

ESTIMATOR (Grade A)—Receives specifications of prospective job from salesman or customer. Determines most efficient method of producing the job. Secures number of hours for each operation from estimating manual, or from Superintendent or Foremen. Converts departmental hours into total selling costs. Superior officer usually determines markup and selling price.

ESTIMATOR (Grade B)—Performs all functions of Grade A Estimator. Uses independent judgment based upon experience as to departmental hours. Consults Superintendent or Foremen only on complicated jobs. May exercise judgment as to amount of markup and selling price.

SURVEY FORM

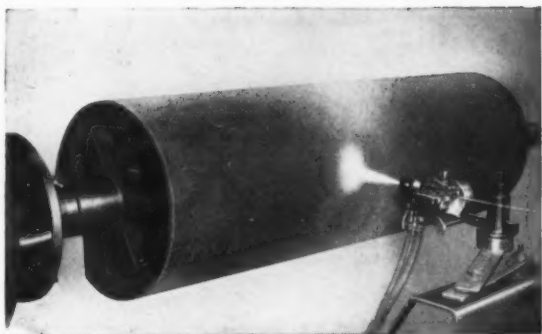
We are paying the following rates for jobs corresponding to the job descriptions you have set up:

Name of Job	Number Employed	Weekly Wage	Years of Serv. on this Job	Name of Job	Number Employed	Weekly Wage	Years of Serv. on this Job
Superintendent				Followup Clerk			
Production Manager				Estimator (Grade A)			
Schedule Clerk				Estimator (Grade B)			

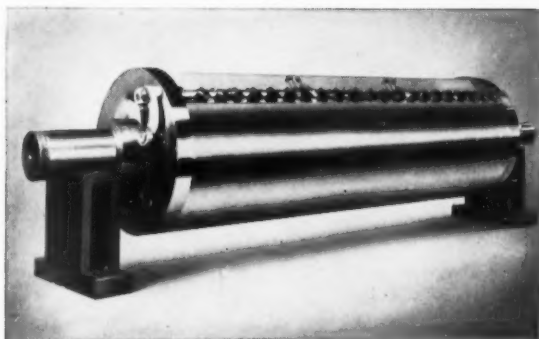
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Rolling Surf by FREDERICK J. WAUGH • From the painting in The Milch Galleries, New York



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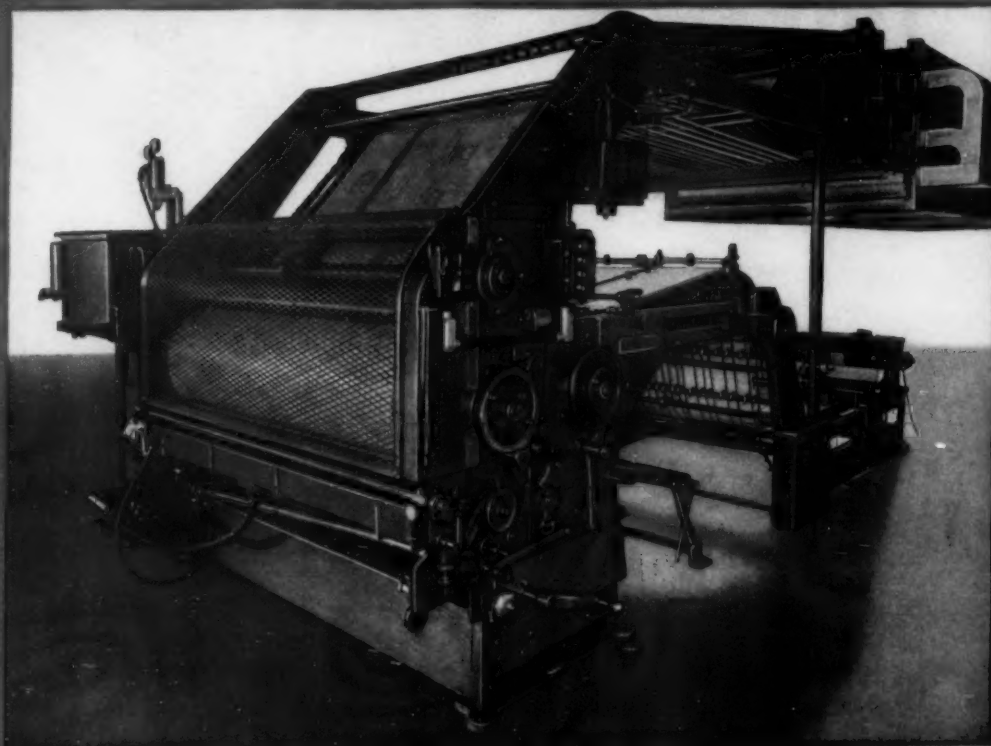
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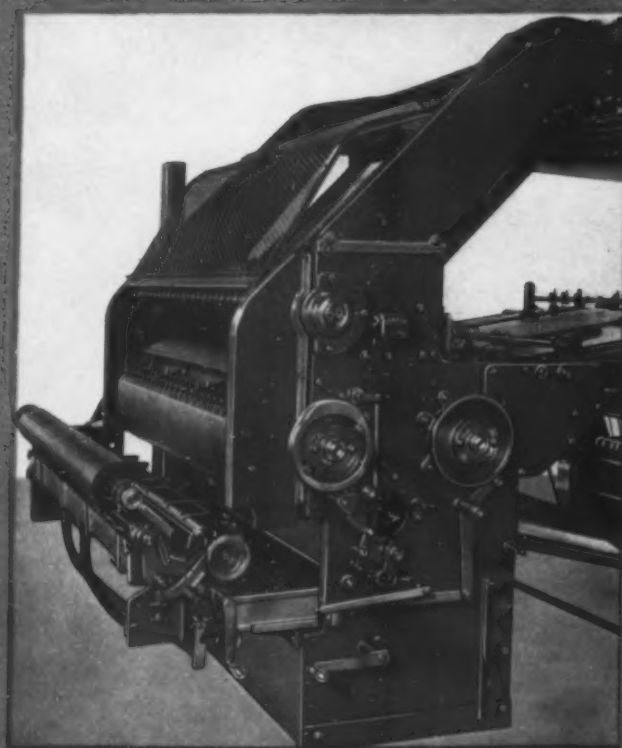
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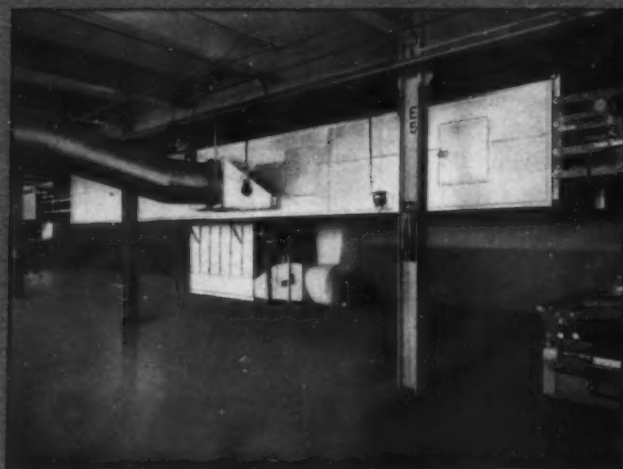
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Technical Foundation among the various types of research carried on in the various industries and corporations in this country. In part, he says:

"Today the research approach is basically more sound. A problem is analyzed carefully and then segregated into its component parts for study. As missing links are supplied a complex picture becomes clear and a new discovery is added to our store of knowledge. This procedure has greatly increased the research tempo and its productiveness is accelerating. Today the world is research-conscious and an activity which began in the laboratories of our educational institutions in a small way many years ago has become the pilot of industry. The tempo is fast and ever on the increase. Many prefer to think of research as an industry in itself—one employing almost 70,000 workers in 1940 at an approximate investment of \$345,000,000.

"A substantial proportion of corporate research expenditures covers projects which are 'farmed out' to college and universities and to research institutes. Many of these projects are of a long-term fundamental or special nature and are ideally suited to investigation in laboratories remote from the numerous interruptions caused by pressing production problems in corporation laboratories.

"The industry cooperative is a type of research and industry education organization which has been developing particularly in recent years. The Institute of Paper Chemistry at Appleton, Wis., initiated the movement and was created for the purpose of not only conducting research of a basic nature on the problems of the paper and pulp industry, but also to train technologists for the industry. The training of men is considered one of the most important features of the industry cooperative plan. In 1941 members of the gas industry created the Institute of Technology. This institute, as in the previously-mentioned case, has an educational program paralleling a scientific research program for the gas industry. An institute of glass technology is

in process of development and the Textile Research Institute has been under way for a short time.

"Research institutes are generally endowed, non-profit organizations



operated primarily to serve industry on long-term applied research projects. Typical of these is the Mellon Institute of Industrial Research at Pittsburgh and the Battelle Memorial Institute at Columbus, both of which were founded and endowed in the interest of research service to industry by the individuals after whom such institutions are named.

The industry-supported foundations and councils are increasing year by year and are typified by such organizations as the Nutrition Foundation, the Tanner's Council, Lithographic Technical Foundation, National Cotton Council, Sugar Foundation, and the Iodine Foundation. Companies within the industry involved in each case make annual contributions to the program which in turn support research projects conducted at outside laboratories under the general supervision of the council or foundation involved. It is significant that expenditures in some cases reach a million dollars or more annually."

Setting up cooperative research in an industry that has sprung from an art to a craft rather than from the sciences presents peculiar problems. There is additional testimony to this fact by Dr. Frank B. Jewett, president of the National Academy of Sciences. It is abstracted from an address he made last year at the opening of the new Sugar Research Foundation which has been in the development stage for more than ten years. In part, he says:

"One of the first things that I noticed in the early days of my career in industrial research was that it was very much easier to bring the tools and methods of fundamental science, as exemplified in the laboratories of universities, technical schools, foundations, and what not, to the assistance of industries which had developed out of modern science than it was to industries which were old in human history—that is, to industries which had grown out of ancient arts.

"If you will look back you will find that the first great industrial research laboratories were in the fields of modern chemistry or of physics primarily, as exemplified in the electrical industries. In other words, in those industries which in effect grew out of laboratory work rather than out of art as slowly developed through human experience. Also you will find that generally speaking those industries which are oldest in human affairs and whose methods have evolved slowly from their beginnings in prehistoric times were the slowest and most conservative when it came to adopting the methods of the newer science.

"While it is a curious phenomenon, it is not a surprising one when we stop to think of man's conservative tendency to cling to the pattern of his past experience. The more each new generation is schooled mainly by apprenticeship to the preceding one, the more conservative will it be."

LITHOGRAPHY is one of the industries that have grown out of relatively ancient arts. Like similar industries mentioned by Dr. Vagtborg and Dr. Jewett, it has been conservative and slow to capitalize on the values of research. Its problems are peculiar and different from those of modern industries which have developed largely out of the test tube. Those who have studied its needs all agree that it can be served best by a cooperative research organization and program. The lithographic industry has such an organization in the Lithographic Technical Foundation.

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necessary that the men chosen for members of the board of directors, executive committee, research committee and even finance committee, as well as officers and members of the staff must be able to think in terms of the greatest benefit from research for the greatest number. And they must be able to detach themselves in their policy determinations from problems and practices of their own plants or areas. At the same time they must be able to recognize that many of the principles of business and administration which have been most successful in their manufacturing operation may not and probably do not apply to the efficient production of cooperative research results for as broad a membership as that of the Lithographic Technical Foundation. This is particularly true since the Foundation includes large, small and medium sized plants of some 46 distinctive types, such as label, decalcomania, poster, general commercial, package, etc.

There is outside expert testimony to the wisdom of this line of thinking. In his testimony before a Congressional Committee on the Magnuson and Kilgore bills contemplating the creation of a national research foundation as an independent agency of government to carry on or subsidize industrial research, Dr. Vannevar Bush, director of the OSRD, and currently chairman of the Atomic Commission, said: "It should be kept in mind that what may be duplication and efficiency in normal business affairs may be the essence of progress in science. It would be a mistake to apply to the administration of science the concepts of administration developed by commerce or for military organization, or for the operative agencies of the Government. Science should be administered in the way which scientists have discovered through decades of experience to be the most productive of results."

An institution such as the Lithographic Technical Foundation, the needs of whose members are made known through board of directors, executive committee, research committee, finance committee, officers and

paid staff, presents more problems to the individual research men or the industrial research organization than are characteristic of contacts with corporations on single research problems. In the first place, the research



in the lithographic process is not a single problem. To be most successful it must include simultaneous research in the photographic, plate-making, and press aspects of the process. And these must, because of the nature of the linked chemical lithographic process be closely coordinated with research on lithographic ink, paper, chemicals, supplies, machinery and equipment. The problems of the process, materials, supplies and equipment are inseparable. Since support flows from all of these interested parties, they must all participate in the determination of projects, the application of results and the dissemination of technical information. This makes a rather complex client for research men to work with and for an executive director to coordinate.

In the interest of continued support, the needs of members must be surveyed and made known to the industry as a whole. Consensus of opinion procedures rather than one man or special group control are essential. A research committee adequately representing members' points of view must study the relative importance of the needs, discuss with research men the feasibility of attack of the various problems, and determine priority of projects. The projects as recommended to the budgeting body for final determination of what can be done with funds available can and in the end should be turned over to an always available steering committee selected from the research

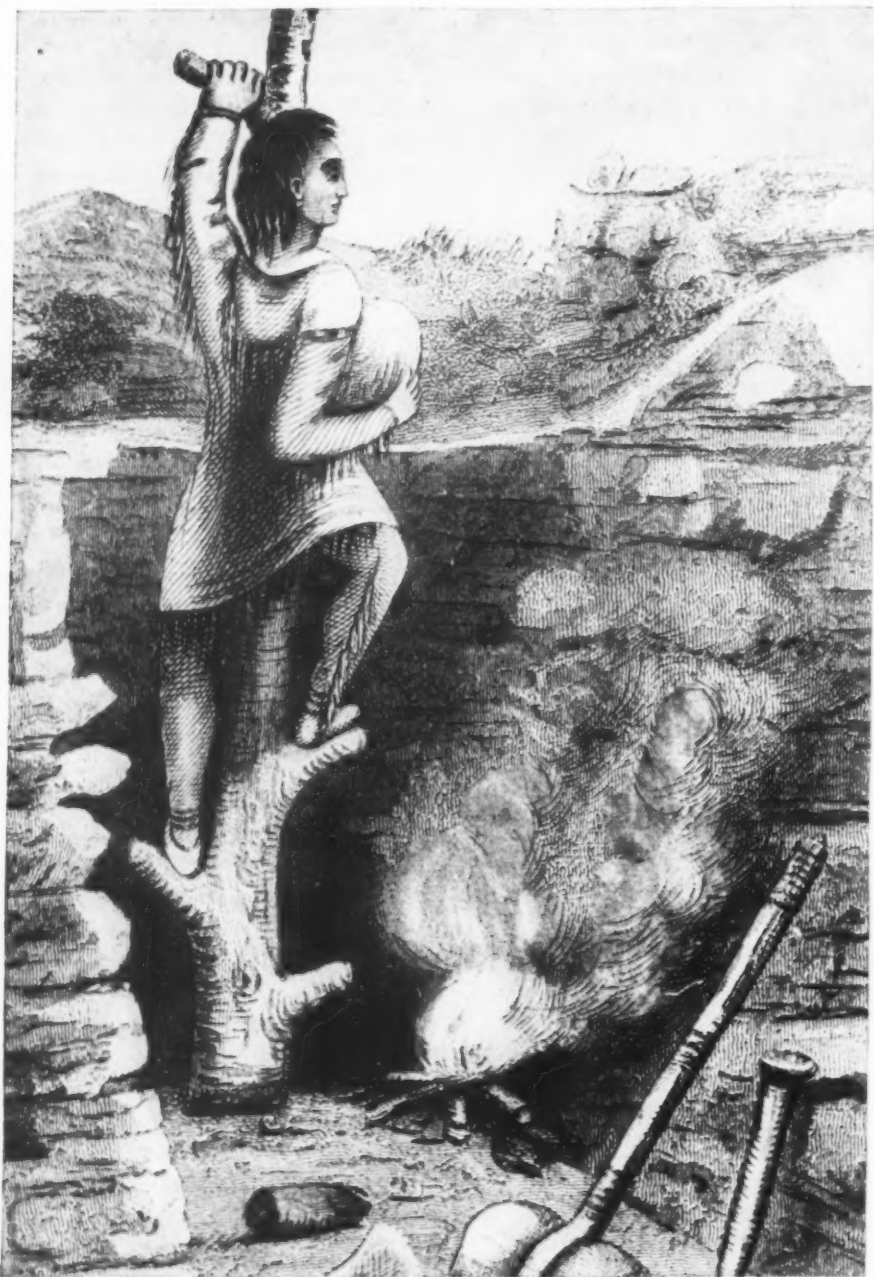
committee and should also include representation of full time administrative staff for practical direction and operation with research men. This method of operation is more desirable than dependence on broad voluntary representation of the membership through a large committee. The research men themselves must be unencumbered by clumsy contact with large committees so they can devote a larger percent of their time to the production of research results. This is particularly true in the Lithographic Technical Foundation as the size of the research operation expands to the point of maximum efficiency to meet real needs.

ONE of the obstacles to the development of smooth operation of this kind grows out of a serious lack of knowledge on the part of many members of research types. The idea that some have that you can say to a research man "I got trouble with deep-etch plates; here is \$1700, get busy with some research and solve the problem and come back with the results in 90 days," just doesn't work out. Research doesn't work that way.

You are in general dealing with intangibles that, without loss of research efficiency cannot be nailed down to the day and the penny. In every industry having cooperative or private research, you'll find a battle going on between the bookkeeping mind and the research mind. Dr. Norman A. Shepard, Chemical Director of the American Cyanamid Co., speaking before the National Association of Cost Accountants early this year pointed out this unfortunate interference with the production of economic results from research. Here are some of his views as printed in *The New York Times* of February 19th, 1946:

"Accounts and management should make certain that their laboratories are provided with sufficient funds during 'these profitable years' so that when competition again becomes acute such laboratories will be in a position to lower costs and increase the quality of existing products as

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well as have new products ready. Dr. Shepard decried the feeling which exists between some accounts and research people and urged that the former establish closer relationships with their laboratories and their personnel. The research man, he emphasized, must not have his style and enthusiasm cramped by being held too closely to commercial considerations and many researchers are not as extravagant 'as you think.'

"Acknowledging that one of the account's prime duties is to save money, Dr. Shepard pointed out that many cost accountants and budget men believe it sound policy to buck every unusual (which often means not easily understood) expenditure on the theory that all research people are extravagant and the only way to bring them to their senses is to say 'No' right away to every request. This attitude, he said, is often responsible for the tendency of a research man to ask for much more than he really needs.

"If both parties in the 'scientist-account feud, if it can be called that,' he said, 'would honestly try to get the other fellow's viewpoint, there soon would be no real misunderstanding'."

One lithographer, who has made it his business to understand research and the benefits that may accrue to the individual plant or the industry as a whole from research recently said: "Percentagewise, in relation to their sales volume or the immediate and particularly long term benefits that accrue from cooperative lithographic research, lithographers are investing a drop in the bucket. Far less than they could and should and will when they understand research and its usefulness, and the real needs of the industry. In fact, they are spending far less than half as much percentagewise as is spent by the average of all industries in the United States having cooperation research."

(Part II of this discussion will be published in a later issue.—Editor.)★★

Army Map, GPO, Release More Information on Fluorescent Process and Wet Strength Paper

(Following publication of the article "New Graphic Arts Methods and Materials", by A. E. Giegengack Public Printer of the U. S., in *Modern Lithography*, May and June, 1946, Col. Mills of Army Map Service contributed the accompanying information which tells of the Army Map Service's part in the development of fluorescent lithography and wet strength paper. In reply to Col. Mills' statement, Mr. Giegengack issued the additional statement which is published here following excerpts from Col. Mills' remarks.—Editor.)

By Col. W. H. MILLS

Corps of Engineers
Commanding Officer
Army Map Service

DURING the war, a great many public spirited lithographers volunteered for the Armed Services and were assigned to the Army Map Service. Their efforts, advice and conferences with acquaintances in the graphic arts profession are largely responsible for the successful adaptation of fluorescent principles to cartography.

Army Map Service interest in fluorescent maps dates from December 1941. At that time, an intensive research project to develop such a map was initiated by the Army Map Service. Several factors influenced the program's direction which culminated in an "all purpose map" which could be viewed under ultra-violet, red, amber, artificial or normal day light. A series of maps was reproduced by the Army Map Service with fluorescent ingredients for the North African Invasion of November 1942. Details on the procedure for reproducing this type of map were described in the November 1943 AMS Bulletin, a publication devoted to technical improvements made, initiated or adopted by this agency. The original method of fluorescent map reproduction entailed an overall base printing of the paper stock with a moderated fluorescent ink (neutral in

visual color but fluorescent yellow under ultra-violet light). Over this was printed a land-area tint in a stronger fluorescent ink, either neutral in visual color or of a specific color. For this feature, it was customary to employ a flesh tint. This ink fluoresced a brilliant yellow under ultra-violet stimulation. These two fluorescent printings produced sufficient contrast and illumination to allow all other colors to be printed in their normal lithographic inks. The colors of the normal inks were carefully balanced so that the resulting map may be read when viewed under any type of illumination.

This process, while adequate, resulted in a few inconveniences. Chief among them were the necessity of printing with fluorescent inks which required meticulous press wash-up before and between runs and the impossibility of erasure on the published maps. Additional research work was therefore conducted to eliminate such deficiencies. Consultation with paper manufacturers indicated an entirely different approach. The problem was assumed by technicians of the paper industry who finally succeeded in producing a paper impregnated with fluorescent inorganic salts. Army Map Service employed this paper to reproduce maps with normal lithographic inks and processes. This treatment resulted in the now famous "light-up" map.

In addition to these methods of producing fluorescent maps, the Army Map Service Research Section devised a method whereby maps reproduced by ordinary lithographic processes could be treated with a fluorescent dye which afforded satisfactory vision under ultra-violet light.

A great many difficulties were en-

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countered before Army Map Service was successful in producing fluorescent maps, since that quality was only one of several characteristics demanded by their various users. The charts had to meet the requirements of the Royal Air Force (which uses amber light in its planes), the Navy (which uses red lights in its boats) and the U. S. Air Forces (which uses ultra-violet light in its planes). Advice of the Surgeon General was sought regarding the color in which the maps should fluoresce so as not to destroy the dark adaptability of the eye.

The efforts and ingenuity of many people at the Army Map Service, in other Government agencies and in

commercial firms went into the production of these maps.

High wet-strength paper was developed at the instigation of the Chief of Engineers under the direction of the Army Map Service. Specifications for paper, which the British later familiarly referred to as "blood, sweat and tears" were prepared by the Bureau of Standards. Various paper mills cooperated in this development. Army topographic units, then in training throughout the United States, subjected samples of the paper to extensive and arduous tests. After the development work had been completed and final specifications had been prepared, the Government Printing Office incorporated them into its catalog without change.★★

By A. E. GIEGENGACK Public Printer of the U. S.

(Excerpts from a letter addressed to Col. Mills of Army Map Service, a copy of which was sent to MODERN LITHOGRAPHY for publication.)

MY statements regarding the fluorescent aeronautical chart paper are absolutely fair, accurate and correct in every particular. Our first conception of the paper, as we know it, was based upon experiments on the bombing tables. The latter project was one in which our paper-house representatives, pigment manufacturers, lithographic contractors and the Government Printing Office—but not the Army Map Service—cooperated. Further tests and experiments by paper mills and others finally resulted in an uncoated stock containing fluorescent properties. This is what I reported to my Philadelphia audience. I hope that your apparent readiness to lift the censorship at this time will make it possible to divulge your developments in fluorescent-property papermaking over and above those which were worked out as I have described. You may have information of great value to the graphic arts industry.

As regards the high wet strength paper there is partial justification for your statement that Government Printing Office map paper is made to

Army Map Service specifications—but the actual pertinent facts are these: We developed for the Navy Hydrographic Office and the Coast and Geodetic Survey, with the assistance of paper mill technicians and chemists, a paper considered suitable for the needs of those organizations. Your department and the Bureau of Standards developed, or had developed, quite independently but probably through the same mills, a slightly different set of specifications providing a somewhat higher tearing strength. We became aware of your work when the Bureau of Standards asked us to raise our specifications to yours, to which we agreed so that all the mills concerned could manufacture a stock of equal quality. This action resulted in lengthening our handicap in the competition for paper and added to the advantages Army Map Service already enjoyed in the matter of preferences—but we were glad to adopt your standards when asked to do so on the ground that it was in the greater interest of the Government.

It is certainly not my desire to withhold credit from earnest and

public-spirited workers in any cause. If you will reread my Philadelphia address you will discover that I gave credit by name and by actual count to 32 organizations, firms or individuals, referred to numerous others without naming them, and punctuated the talk with several general assurances that the advancements I described were the work of many hands and many minds. It is unfortunate that the Army Map Service felt it necessary to keep its operations such a closely guarded secret, as far as this Office is concerned, that credit could not have been given to it.

In conclusion let me say that I hope I have not inadvertently stirred up the traditionally friendly but nonetheless earnest rivalry between service organizations by mentioning some while omitting reference to others. I understand fully how seriously these things are taken in the armed forces, but as a mere civilian I should like to remain in a state of friendly neutrality. Furthermore I fully appreciate your spirit of loyalty to those who worked with you and for you in the crisis through which our nation has passed. They deserve all the credit they may have earned and I hope that it always will be given to them.★★

FALL CONVENTIONS

CRAFTSMEN

International Association of Printing House Craftsmen, Mount Royal Hotel, Montreal, Can., Sept. 8, 9, 10, 11.

PIA

Printing Industry of America, Traymore Hotel, Atlantic City, N. J., Sept. 9, 10, 11, 12.

LITHOGRAPHERS

National Association of Photo-Lithographers, convention and exhibit of equipment, Shoreham Hotel, Washington, D. C., Oct. 3, 4, 5.

DIRECT MAIL

Direct Mail Advertising Association, Stevens Hotel, Chicago, Oct. 18, 19.

INK MAKERS

National Association of Printing Ink Makers, Annual Convention, Shoreham Hotel, Washington D. C., Sept. 25, 26, 27.



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ABOUT THE TRADE

NAPL Program Develops; Litho Clubs Take Part

A PROGRAM, covering a wide range of current problems in the lithographic industry, is being developed by the National Association of Photo-Lithographers for its 14th annual convention planned for Thursday, Friday and Saturday, October 3, 4 and 5. It will be held at the Shoreham Hotel, Washington, D. C. In addition to the program an exhibit of equipment and supplies will be held in which some 40 equipment and supply firms will be represented.

Early in August tentative subjects for the program included the following: photo-mechanical developments, air conditioning, photo composition ahead, the N.A.P-L's place in the graphic arts industry, free enterprise or regimentation, labor in the lithographic industry, forum on training lithographic personnel, lithographic cost study, employee and employer relations, paper for the lithographer, lithographic production clinics, business meeting for N.A.P-L. members, industry cooperation, the lithographic industry from the public printer's viewpoint, labor-saving devices in lithography, and looking ahead in equipment and supplies.

Following a pattern set during the last several years, the Saturday sessions will be a technical forum in charge of the litho clubs. This year the Washington club will be host, and will sponsor the session in cooperation with the National Association of Litho Clubs. Charles Storey, Army Map Service, and William Heintz, Williams & Heintz, Washington president and past-president, respectively, will preside.

The Washington club also will be

host at a cocktail party for all visiting litho club members and registered convention guests on Saturday evening before the annual banquet. Commercial lithographers of the Capital are cooperating in this affair.

The Washington club also will be host to the ladies registered at the convention on a sight-seeing tour on Friday afternoon.

A broad publicity program is being worked out by the host club to promote the convention in the local trade.

The annual banquet is scheduled to be held Saturday; the last evening.

The Wardman Park and the Mayflower hotels, both located in the vicinity of the convention site, are cooperating in providing rooms for convention attendants, the N.A.P-L. said.

POPAL Appoints McKean

Norman McKean has been appointed executive secretary of the Point of Purchase Advertising Institute, effective August 1. Mr. McKean

Philadelphia on 37½ Hour Week After Jan. 1

A NEW work week of 37½ hours, effective January 1, 1947, together with wage increases ranging up to 20 per cent were included in a new agreement recently completed by the Amalgamated Lithographers of America, Local 14, and Philadelphia lithographic employers. A 20 per cent increase in pay was provided for all classifications formerly listed at \$30 per week or less, and a 15 per cent increase for classifications listed at more than \$30. The basic work week continues at 40 hours until January 1. The new agreement also

was former sales promotion manager of the Wine Advisory Board, and prior to that a combat intelligence officer with the 15th Army Air Force. His experience includes five years in the production department of Young & Rubicam, and a like period engaged in point-of-purchase sales promotion for Canada Dry. Mr. McKean will make his offices at the P.O.P.A.I. headquarters, 16 East 43rd Street, New York. Mr. McKean succeeds Clifford Hodder, who resigned.

Seeks Trade Instructors

The School Committee of the Associated Printers & Lithographers of St. Louis is now seeking men who are interested in full time or part time letterpress and lithographic school instruction work. Evening and afternoon classes may also be considered. Men qualified for teaching in compositor work, foremen, pressmen, machine operators, are needed, the committee states. The opening of the lithography school scheduled for September 1 probably will be delayed due to lack of teaching personnel.

provides for two weeks vacation after one year of service instead of the former one week, effective in 1947. A premium of \$5 per week is included for night work.

Plan Art Annual

The 25th Art Directors Annual is to be published in October, showing outstanding advertising art as published in various media, the publishers, Watson-Guption Publications, Inc., 330 W. 42 St., New York 18, have announced.



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Skach Heads Typo Arts

The Chicago Society of Typographic Arts, at its annual meeting June 27, elected Joseph Skach of Esquire, Inc., as president, with other officers as follows: first vice president—William Nicholl, designer with Scott Foresman & Co.; second vice president—Burt Cherry, of Tempo, Inc., art studio; secretary—De Forest Sackett, free lance designer; treasurer—Harold English of Monsen-Chicago.

Mr. Skach, formerly with D. F. Keller & Co., is a vice president of the Chicago Club of Printing House Craftsmen and is active in Chicago lithographic organizations. Following his return from overseas service with an Army lithographing unit he resumed his position with Esquire, Inc., as advisor on lithographic purchases.

R. Hunter Middleton, of Ludlow Typograph Co., retiring president of STA, was made a member of the board of directors, along with three other newly elected members, Harold Tribolett and Walter Howe, both with R. R. Donnelley & Sons Co., and James Hayes, free lance designer.

Meeting late in July, the Society's new board started preparations for next spring's annual exhibition of Design in Chicago Printing. Chairman of the show, is was announced, will be James Zdonek, designer with Swift & Co.

Sherman Joins Type Assn.

Frank M. Sherman, director of advertising and publicity of Lanston Monotype Machine Co., Philadelphia, resigned July 15 to become full time executive secretary of the International Trade Composition Association. His headquarters will remain in Philadelphia. Mr. Sherman has been with Lanston since 1926. He helped to organize the association in 1920 and was secretary from that time until 1923. He has been active in its affairs since that time.

Alien Patents Available

Alien Property Custodian James E. Markham announced recently that complete files of patents seized from German and Japanese nationals are

now available in the patent departments of the Chicago and Boston Public Libraries and at the APC's San Francisco office.

Paper Man on OPA Board



George H. Mead, chairman of the board of The Mead Corp., Dayton, Ohio pulp and paper firm, was appointed a member of the three man OPA decontrol board by President Truman late in July. Mr. Mead is a member of the advisory board of the Office of War Mobilization and Reconversion.

Union School to Open

Chicago Local No. 4, A.L.A., has announced that following the summer vacation period, its lithographic training school will reopen for the 1946-47 term the latter part of September or early in October. Evening classes in all phases of lithography will be offered at Local 4's headquarters, 311 S. Ashland Blvd.

From every indication, reports the union's Educational Committee, classes will be filled to capacity. About 50 per cent of members enrolled for the last term were veterans and it is expected that fully 75 per cent of the registrants for the coming sessions will be veterans who are taking advantage of the G. I. bill. Now that most of Local 4's members who were in military service are back at the trade again, the Educational Committee is also planning to resume the monthly apprentice lectures at which technical experts in the lithographic industry will be guest speakers.

Announcement of the re-opening of Local 4's training school sets at rest erroneous reports circulated in

Chicago and carried in *Modern Lithography* last month that the union planned to abandon its school.

Fred W. Zeitz, president of Local 4, issued the following statement: "Local No. 4 will again as usual resume school operations in all departments on October 1, 1946. This school has been certified by the Veterans Administration who pay the veterans tuition. Our union school has done a commendable job in the training of apprentices and in the rehabilitation of our members during the past twenty-five years. We have a sufficient number of enrollments to fill all classes this coming fall and most certainly do not intend to discontinue Local No. 4 school after so many years of successful operation. Quite to the contrary Local No. 4 is giving serious thought to the further expansion of the educational department."

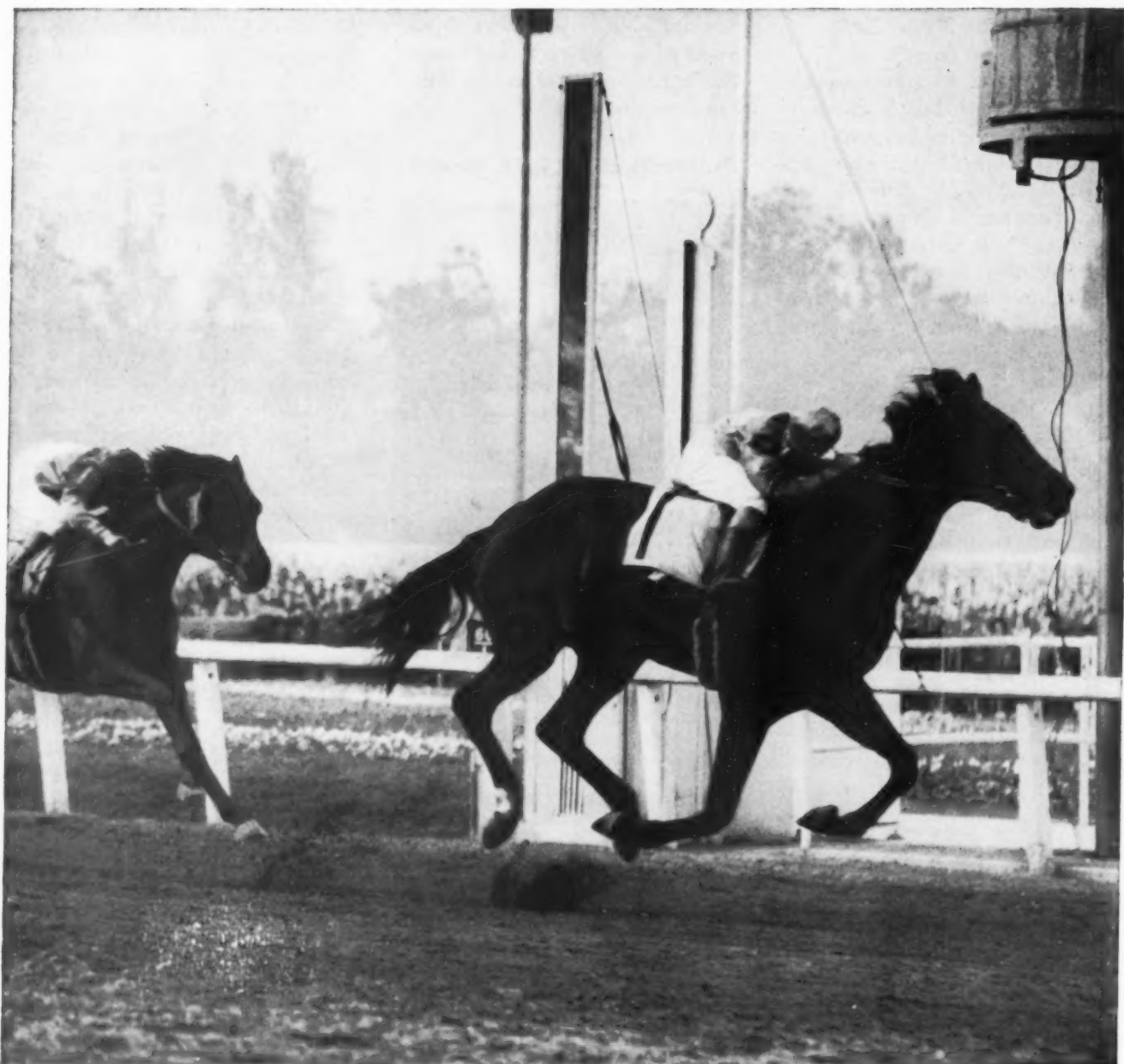
N. Y. Assn., NAPL, Merge

The New York Photo-Lithographers Association has been merged with the National Association of Photo-Lithographers, the latter announced during July. The local association was formed in the early 1930s during the NRA to study trade practices and other industry problems. The association had regular meetings up to 1940, and since that time whenever some occasion called for one.

The merger will not interfere with the calling of meetings of New York members of the national association whenever the local need arises, the NAPL said. Walter E. Soderstrom, executive secretary of the NAPL also held the same office with the local group.

DMAA To Meet in October

The annual meeting of the Direct Mail Advertising Association is planned for October 18 and 19 at the Stevens Hotel, Chicago. Discussions are to center around research, copy, lists and list control, production, materials, supplies, sales promotion, public and employee relations, mail order and house magazines. Complete information is available at the association's headquarters, 17 E. 42 St., New York 17.



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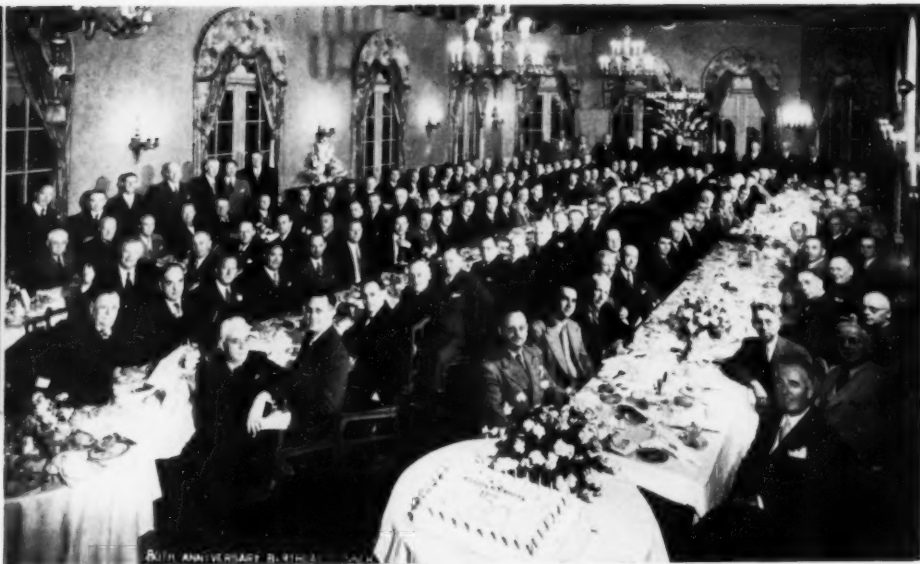
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Mr. Traung slices the cake.



The 80th anniversary birthday dinner.

Traung Observes 80th Year

Louis Traung, chairman of the board of Stecher-Traung Lithograph Corp., San Francisco and Rochester, observed his 80th birthday anniversary July 11 and was honored by his friends and associates in a series of parties and dinners over a three day period. The San Francisco plant closed down for one afternoon for a buffet dinner for all employees and their wives. Other events included a cocktail party at Hotel Fairmount for intimate friends of Mr. Traung, and a stag dinner at the Olympic Golf and Country Club.

The entire directorate of the company was present. Those from Rochester included the company's president L. H. Jackson; Hal W. Johnston; R. F. Leinen; Joseph Machell; Kenneth C. Townson; Frederick Van Bergh; and C. W. Weis, Jr.

At the country club banquet each guest was presented with a souvenir program and special edition of the "Pony Express," a monthly publication devoted to stories of pioneers and old trails of California. The July issue was dedicated to the "House of Traung" and narrated in detail the history of the Traung family and their contribution to the development of San Francisco.

Speakers included W. H. Griffin, first vice president of the International Association of Printing House Craftsmen; Carl Rockwitz, superintendent of the San Francisco Stecher-

Traung plant; Carl R. Schmidt, Schmidt Lithograph Co.; Harold Zellerbach, Zellerbach Paper Co.; L. H. Jackson, president of Stecher-Traung; R. V. Mitchell, Harris-Seybold Co.; and Monsignor Collins.

Mr. Traung, one of the pioneers of the lithographic industry, is credited with stimulating the building of the first four color offset press, and the first such press, built for him by the Harris company, is still in operation at the Stecher-Traung coast plant. Most recent honor to come to Mr. Traung was his election in 1943 as president of the Lithographers National Association, a post which he held for two terms. He is now an honorary director of LNA.

Louis Traung, with his late twin brother Charles, began their lithographic careers as proteges of Max Schmidt, founder of Schmidt Lithographing Co., San Francisco. Both brothers came up from the bench and learned their lithography in a practical way, and Louis later became superintendent of the original plant of the Schmidt company.

Forty-four years ago, Louis Traung was president of the San Francisco Lithographers Union, then designated the L.I.P. & B. A. (Lithographers International Protective and Beneficial Assoc.) and he has seen the industry both from the workers' as well as the employers' standpoint.

During his lifetime he has been responsible for many improvements. He

was instrumental in drawing up specifications for and perfecting inks which made practical the operation of the four-color offset press, and his name is often linked with early history of these presses.

The Traung Precision Transfer Press which first used the hydraulic principle of applying pressure in making up press plates, and eliminating expensive "set-ins" and loss of presstime, as well as guaranteeing equal color value throughout the sheet, was the brain child of Mr. Traung working with his engineers and technical staff.

The Traung High-speed Varnish and Lacquer Machine, with its double applicator, hot cure and ice blast finishing process, and its "braker" feature, which prevents label curling, is now licensed to manufacture throughout the world.

Mr. Traung has maintained a remarkably progressive viewpoint throughout his career. Four years ago, when *Modern Lithography* interviewed him in his San Francisco office, he attributed his willingness to experiment to "the wild western spirit."

On the occasion of his election as LNA president he was exceedingly optimistic for lithography's future.

Heads Omaha Adv. Club

Oscar D. Mardis, Peterson Lithograph & Printing Co., Omaha, Nebr., was recently elected president of the Omaha Advertising Club.

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THE MARK OF TECHNICAL EXCELLENCE IN NATURAL AND SYNTHETIC RUBBER

MANUFACTURERS OF THE WORLD'S FINEST PRINTING ROLLERS MODERN LITHOGRAPHY, August, 1946

PIA Convention to be September 9-12

THE first postwar convention of the Printing Industry of America is to be held September 9-12, at the Traymore Hotel, Atlantic City, N. J., with a varied program of business and pleasure. Included in the topics to be discussed either in panel sessions or by speakers, are: Where Will We Sell Our Printing?—An Analysis of Printing Markets; What will the effects of inflation, labor costs and other factors be on the future of printing?; will we have continued prosperity or a crash and what can we do about it?; plans for recruiting

and training new workers and veterans, what new things should a printer know about costs and production planning?; round table discussions for open shop and closed shop firms; and changes and improvements in printing processes.

A program of special events is planned for ladies attending the convention, and two afternoons are being kept clear of business for swimming or other recreation.

The PIA headquarters are located at 719 Fifteenth St., N. W., Washington 5, D. C.



T. R. Jones



E. G. Williams

Mr. Jones is chairman of American Type Founders, Inc., and of American Type Founders Sales Corp. Mr. Williams is president of both companies.

ATF Names Officers

Thomas Roy Jones, president of ATF, Inc., of Elizabeth, N. J., formed recently as top holding company for the American Type Founders group of manufacturing and sales companies, announced yesterday that Edward G. Williams will be president of both American Type Founders, Inc., the manufacturing subsidiary, and of the American Type Founders Sales Corporation. Mr. Jones will be chairman of the board of the two affiliates.

John E. Martin and J. F. Webendorfer will be vice presidents of the manufacturing company, with Bradford T. Blauvelt as controller. Joseph L. Conley, secretary; George S. Tierman, treasurer and assistant secretary, and Howard J. Warnken, assistant treasurer. Carl D. Proctor and Louis E. Pleninger will be vice presidents of the sales company, in charge of domestic and export sales respectively, and the other officers will be identical

with those of the manufacturing affiliates.

Mr. Martin has been in charge of production at ATF and was formerly vice president of the sales corporation; Mr. Webendorfer heads the Webendorfer offset press manufacturing division of the company, at Mount Vernon, N. Y., and in the past has been president of the Webendorfer-Wills division of the corporation; Mr. Proctor is the longtime manager of the company's domestic sales, and Mr. Pleninger has been head of foreign sales.

Strike Riot in L.A.

A riot broke out two days in succession among pickets and non-strikers in front of the Pacific Press printing and lithographing plant in Los Angeles, July 17 and 18. An estimated 100 pickets were parading about the plant's entrances when police escorted about 25 non-strikers

through the line. Several were arrested and order was restored both days by police swinging night sticks. The picket line was said to be established by the AFL Printing Trades Council following the company's refusal to grant a closed shop to the Printing Pressmen. ALA members crossed the lines.

L.A. Holds Book Auction

A total of 155 books were auctioned, bringing in over \$635 as a feature of a recent meeting of the Los Angeles Club of Printing House Craftsmen. Ray Fisher, club officer, was auctioneer, assisted by Bunny Edmonds, Lee Farmer and Robert Kerr of the Los Angeles club, W. H. Griffin of the San Francisco club and Judson Bradley of the Citrus Belt club. Perry R. Long was general chairman and the speaker of the evening was Dr. R. B. von Kleinsmid, chancellor of the University of Southern California.

Purchases Texas Plant

The printing plant of the Reilly-Benton Co., Houston, Tex., was recently purchased by Chatham & Sterling, commercial printers, for \$60,350. The purchase included five buildings, three of which are warehouses. William H. Chatham, of the purchasing company, said that the equipment of his plant would be installed in the Reilly-Benton plant and a modern printing and lithographing plant would be established.

Rossell to Ft. Belvoir

Robert E. Rossell resigned a position in the Chicago sales and service department of Lanston Monotype Machine Co., effective July 29, and will resume a civil service assignment at Fort Belvoir, Va., headquarters of the Army Engineer Corps' engineering board.

Observes 25th Year

The Century Art Press, Inc., 608 N. 21st St., St. Louis, currently is celebrating its 25th anniversary. From a start with one press, the firm has grown to the present modern, well-equipped plant doing color printing and lithography.

Greeting Card Distributors Form Association

ASSOCIATED Greeting Card Distributors, newly organized trade association of greeting card jobbers, plans to make large use of lithographed window and interior display material in a promotional campaign which is projected as one feature of the new organization's service program to members. National advertising and other media will also be utilized.

Twenty jobbing houses are represented among charter members of the association which was created at a Chicago meeting in May. Details of the proposed program were worked out at a New York conference late in July, with another to follow at Chicago in September.

George Kampe, head of Cameo Greeting Cards, Chicago, one of the founders of the new association, said that membership is open to any concern doing not less than \$100,000 of business annually. The distributors, he claimed, cater to 80 per cent of the nation's drug stores and other outlets not served directly by manufacturers of greeting cards.

Buying power of the 20 charter members aggregates \$4,000,000 annually it was claimed, and through the organization's efforts he anticipated that more favorable trade relations can be promoted with the manufacturers. One trade practice which it is hoped can be corrected, he said, concerns the restriction by manufacturers of their new releases to gift

shops and other directly served customers for a full year. This forces distributors to take the cards long after their novelty and sales appeal have depreciated, it was asserted.

Possibilities for improving quality and design of cards available to distributors will be explored, to make them more competitive with direct seller items. Box assortments for Christmas and other seasonal occasions for exclusive use of association members will be proposed to manufacturers and other features of the service program are aimed to enable distributors to give their trade better value merchandise.

In line with the popular current trend in many fields of business, a non-profit, cooperative group buying service is proposed which will enable members to make economies through volume purchase of operating supplies.

Milton K. Harrington, of St. Louis Greeting Card Co., St. Louis, Mo. is president of the association, and Aaron Sugar, Philadelphia distributor is secretary-treasurer. National headquarters will be maintained by Mr. Sugar at 5311 Westminster Ave., Philadelphia 31, Pa.

R. I. Craftsmen Elect

The Providence Club of Printing House Craftsmen recently elected the following officers: president, James T. McGowan, Carter, Rice & Co.; vice president, Edgar Pickles, Livermore

& Knight Co.; secretary, Everett F. Lang, Universal Press; and treasurer, Wilhelm Dallinger, Parks-Mowbray Co.

Changes at Edw. Stern



Matlack



Molitor

Edward Stern & Co., Inc., Philadelphia printers and lithographers, have announced changes in several departments. The planning or production control department as a separate unit has been eliminated and the functions of this department divided between the plant under J. F. Matlack, plant manager, and the sales department under W. D. Molitor, director of sales. The duties of the planners, or production control men, and their assistants, now come under the sales department and under the immediate supervision of Russell Biller, with Stern for 24 years. Mr. Biller's department will serve as liaison between the salesmen and the manufacturing division. The other duties of the old department have been coordinated into a new one called the preparation department, under the direct supervision of Joseph Aupperle, who has been with Stern for 20 years.

Use of Offset Grows

Spotswood Specialty Co., Inc., Lexington, Ky., makers of advertising specialties, "switched to offset" 15 years ago and "haven't been sorry for it yet." At the National Premium Buyers Exposition in Chicago last month, the company displayed its large and varied line of toys, games and novelties suitable for premium use, with A. T. Linney, vice president and general manager, in charge.

Spotswood Specialty Co., has been in business 51 years, Mr. Linney said and he has been with the company 36 years. For 30 years all printing was done by letterpress. Now lithography is used wherever possible and more than twenty carloads, produced for them by Progress Lithograph Co., Reading, O., are utilized annually. Mr. Linney, himself a former printer, finds three advantages for his purposes in the offset process.

"For one thing," he told *Modern Lithography*, "lithography makes it



Installs New Press

One of the first Harris 17 x 22" installed in Baltimore since the war is now in operation at the Service Offset Printing Co., Mercer and Grant Streets, Baltimore. The company entered the offset field in 1934 after being in letterpress for many years. Joseph T. Slavin, head of the firm recently turned the management over to his three sons, Joseph T., Jr., Frank L. and John R.



EED

Excellolith

470



Excellolith

OFFSET BLACK 470

SENSATIONALLY NEW

DIFFERENT FROM ANYTHING YOU'VE EVER USED

Lithographers, after rigid press room tests, praise it highly, highlights and middletones print up sharper than ever before.

Excello-Lith Black makes it possible to print large solids on all kinds of stock without piling too much ink on the rollers, and small reverse type keeps open and scum free, without constant etching with the acid sponge.

The P_H of the fountain solution can be kept higher than average and yet the dampners stay cleaner longer.

Clean, sharp impressions under conditions most favorable to the plate on the press, make long runs of high quality the rule, rather than the exception.

Yes, Excello-Lith Black is streamlined to a "T". It's a distinguished achievement in modern ink making.



AN OFFSET BLACK • • • PAR EXCELLENCE

BENSING BROTHERS & DEENEY

THE COMBINATION OF A CENTURY OF PRINTING INK EXPERIENCE

PHILADELPHIA

CHICAGO

LOS ANGELES

possible to produce a more attractive premium. A lot of expensive spoilage is avoided and our orders are for such large quantities that the cost is considerably less than if the work is done by letterpress." For one new item shown at the exposition, "A Wild West Humming Lariat," the print order was for 2,000,000 copies, he said.

C. S. Hammond & Co., publishers of maps and atlases, New York City, was another exhibitor whose sales manager, George M. Davis, expressed strong leaning to lithography. About 80 per cent of the company's production today, Mr. Davis said, is by offset, and he added that "We're fast converting exclusively to offset."

"For map printing," he said, "it is cheaper to make corrections or changes with offset plates. And, too, the process gives beautiful color results." Most of the company's work has been produced by Bauer Lithograph Co., (now Meehan-Tooker Co.) New York, he stated.

Chicago Appoints Morgan

William O. Morgan, southern educator with experience in vocational training and school administrative work, has been engaged as principal of the new Chicago lithographic training school, it was announced by the Chicago industry's lithographic education committee, of which B. E. Callahan, of Inland Lithograph Co., is chairman. Opening of the institution in quarters at Glessner House has been set for September 15, "if possible."

Mr. Morgan brings to his task of organizing the Chicago Lithographic Institute 14 years of educational experience, including the superintendency of public schools at Bainbridge, Ga., and two years as co-ordinator of vocational education in the Florida State Dept. of Education at Tallahassee.

During the war he served in the Naval Air Technical Training Command, with the rank of Lt. Comdr., in charge, Naval Training School Printer, at Washington, D. C. This experience, in particular, gives him an understanding of the "G. I." angle to

all educational activities, which the Chicago committee feels will be advantageous.

Among the many problems con-



William O. Morgan

fronting Mr. Morgan will be the organization of a teaching staff which, it is expected, will be drawn from among the most capable and experienced foremen and superintendents in the various classifications to be found among Chicago litho plants. All will serve on a part-time, paid basis, it was said.

For the first time anywhere in the United States, it was pointed out, the Chicago project will provide the industry with a technical training school, headed by a full-time professional educator, who will concen-

trate 100 per cent solely on the subject of lithography.

"While Mr. Morgan knows the technical phases of the trade," one spokesman said, "he is not a specialist in either platemaking, camera or press operations and can view the various processes from the broadest practical aspect as well as that of an educational administrator. We are expecting to start slowly and conservatively and build strongly, with our goal set at winning a reputation for quality."

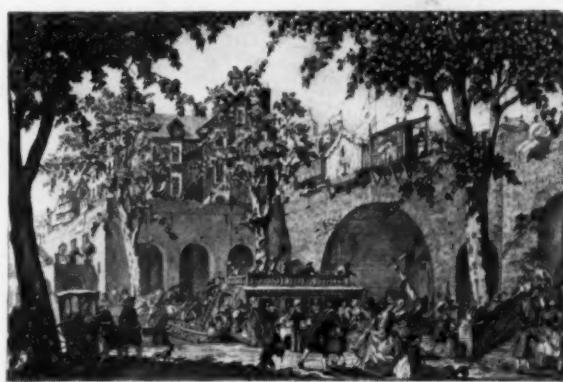
Another factor in the prospect for success of the school, industry leaders point out, will be its close association with the Lithographic Technical Foundation. The Foundation, it was emphasized, will not participate in any way in the financing, maintenance or administration of the school. Armour Institute of Technology, however, in donating Glessner House to the L. T. F., agreed that any space not required for its research work could be used for local or national educational purposes, as Foundation directors might see fit.

Indiana Firm Incorporates

Success Printing & Lithographing Co., 215 N. Senate Ave., Indianapolis, was recently incorporated by Morris L. Jacobs, Elmer E. Bredenstener, and Marjorie L. Jacobs.

Harris Issues New Calendar

The Harris-Seybold Calendar for 1946-47, seventh in a series of lithographed calendars featuring subjects by artist T. M. Cleland, is now being distributed, according to H. A. Porter, vice-president in charge of sales. As a companion piece to last year's calendar, Mr. Cleland has made another watercolor drawing for reproduction by offset with the same 18th century setting and style. The scene is called "Holiday," and is reproduced in four color offset by Rogers-Kellogg-Stillson, New York. Copies of the calendar may be obtained from the Harris-Seybold Co., Cleveland.



1946				1947			
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

HARRIS-SEYBOLD COMPANY

Announcement

✓ ✓ ✓ ✓ We take pleasure in announcing to the trade the formation of the KOPPE-WEST CORPORATION to enter the Graphic Arts field with a complete new line of Modern Streamlined Precision Cameras, Register Composing Frames, Photo-Composing Machines and Photo Plate-Making Equipment.

✓ ✓ ✓ Mr. A. T. Koppe, who participated in the rapid growth of offset lithography in pioneering the development and introduction of the Directoplate vacuum pressure photo-composing machines, color precision cameras and offset color proof presses, will contribute over thirty years of practical experience obtained in this field, in developing new products for the Graphic Arts Industry.

✓ ✓ Mr. L. C. West, in joining this new organization, will contribute a wealth of practical experience achieved in manufacturing equipment for offset lithographers in the production of Directoplate photo-composing machines and more recently in charge of production as Factory Superintendent of Valette, Inc.

✓ New precision cameras designed by Mr. Koppe, are now in production in the plant of The Collis Company, Clinton, Iowa, under the personal supervision and direction of Mr. West.

A letter advising us of your requirements will bring complete information from a representative located in your territory.

KOPPE-WEST CORPORATION

CHICAGO ADDRESS:
720 South Clark Street
Chicago 5, Illinois

FACTORY ADDRESS:
P. O. Box 511
Clinton, Iowa

New Firm Makes Equipment

Announcement is made this month of the formation of the Koppe-West Corp., 720 South Clark St., Chicago 5, which is now manufacturing precision lithographic cameras, register composing frames, photo-composing machines and photo platemaking equipment. Principals include A. T. Koppe, who was connected with the development of the Directoplate photo-composing machines, color precision cameras and offset proof presses, and L. C. West who was recently in charge of production as factory superintendent of Valette, Inc., Chicago. The products of the new company are in production at the plant of The Collis Co., Clinton, Iowa. L. W. Thompson is company secretary.

Soderstrom in West

Walter E. Soderstrom, executive secretary of the National Association of Photo-Lithographers, was to return to New York early in August from a trip to the west coast which included several speaking engagements in various cities. One of the highlights was a meeting July 27, in Seattle of the 21st annual conference of the Pacific Society of Printing House Craftsmen. Craftsmen from the following clubs attended: Phoenix, Citrus Belt, Santa Barbara, Sacramento, San Francisco, Portland and Seattle.

Mr. Soderstrom also attended a national Shrine convention in San Francisco.

Coleman Retires from ATF

Retirement of James A. Coleman as secretary and treasurer of American Type Founders, Inc., Elizabeth, N. J., after 40 years with the firm, has been announced. He will continue as a director of ATF, Inc. Mr. Coleman joined ATF as cashier, and became secretary and treasurer in 1933. He was first elected to the board of directors in 1928.

Threaten Doubled Prices

Double prices for printing in the U. S. were predicted July 31 by a committee of Washington printing employers if wage and other demands

of the typographical union in Washington and Chicago, affecting hour costs, become the national pattern. The union in Washington is asking \$3.00 per hour plus fringe issues involving overtime, holidays and vacations. The present scale is \$1.53 according to the committee's announcement. The total, if granted, would mean an increase of 136 per cent, the committee claims. The negotiations are between the Graphic Arts Association of Washington and the Columbia Typographical Union.

Wright Joins Rockefeller

William S. Wright, former production manager of Geffen, Dunn & Co., New York, and previously in the Planning Division of the Government Printing Office, has joined John W. Rockefeller, Jr. & Associates, New York consulting engineers.

Returns to Troy Firm

J. S. Butler has recently returned to the Gummed Products Co., Troy, Ohio, as advertising-sales promotion manager, after service in the Army Air Corps. The positions were for-

merly handled by T. H. Mittendorf, vice-president in charge of sales.

Baltimore Trains Men

The Baltimore Graphic Arts Association has announced that programs of 12 courses in printing and lithography have been completed by its educational committee. The programs have been approved by the State Board of Education and are available to member firms for use in training programs.

YLA To Meet in Oct.

The Young Lithographers Association of New York has announced plans for the opening of the fall season with a meeting Wednesday, October 9, at the Building Trades Club, 2 Park Avenue. Meetings were formerly held in the Advertising Club, but have been moved during repairs following the recent fire there.

To Build Addition

Approval of the Civilian Production Administration for a \$50,000 addition was granted recently to Metropolitan Lithograph & Publishing Co., Everett, Mass.



Lawson Unveils Drill

Over 100 representatives of the graphic arts trades were present July 29 at the unveiling and first showing of the new Lawson multiple head drill displayed by E. P. Lawson Co., in its showrooms at 426 W. 33 St., New York. In welcoming those who attended the presentation, David W. Schulkind, president, pointed out some of the salient features of the new machine which drills two or more holes in a 2" lift of paper in less than three seconds. The new Lawson machine is available in two

models; one, for drilling round holes only, and the other the Lawson Drill Slotter which drills and slots in one operation. William J. Hourigan treasurer, officiated at the unveiling with vice-presidents Lawson Williams and Herman Sinnigen assisting. Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., christened the new machine. Following the ceremonies, Mr. Schulkind demonstrated the machine. Refreshments were served during the presentation. The drill is now on display at the Lawson showrooms.

"He knows his paper...
He specified **SPRINGHILL**
Index Bristol!"



"**S**MART man," agrees the boss, "he'll have a top-notch job—even the most exacting customer can't help but be pleased with Springhill Index Bristol."

Being made from 100% bleached sulphate pulp, it's known for its sparkling whiteness and exceptional durability. In pressroom performance it scores again — giving excellent results in letterpress or offset printing. And the way it takes erasures and rewriting is another assurance of customer satisfaction.

Such all-around superiority makes Springhill Index Bristol a number one choice for index cards, cut-out and ledger cards, die cuts, counter displays, covers, hospital records, etc. Preferred, too, for finest results on forms calling

for clean, even multiple pen ruling.

Even with our facilities as the world's largest maker of papers, there isn't yet enough Springhill Index Bristol to meet the full demand. Our efforts are concentrated on filling demand as far as production limits permit. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



Gives Poster Exhibit

The A. R. McCandlish Gallery of European Posters, said to include the world's largest collection of poster designs by Ludwig Holwein, originator of modern poster techniques, on July 11 was presented to the Philadelphia Museum School of Industrial Art, by A. R. McCandlish, president of the McCandlish Lithograph Corp., Philadelphia. These posters, numbering several hundred, were collected in various lithographic centers in Europe by Mr. McCandlish. He purchased two collections of Holwein designs from European collectors. The Philadelphia Museum School will use the gallery for purposes of instruction and exhibition. Prior to the presentation of the posters to the school, they had been exhibited to many advertising clubs in the United States, and had been featured at many art galleries in the country.

Cincinnati Honors Callahan

The Cincinnati Club of Printing House Craftsmen honored one of its new members for outstanding service to the printing industry when it presented a Certificate of Appreciation to John M. Callahan secretary of the U. S. Printing and Lithograph Co., on June 22. The presentation ceremony was on the program of the annual banquet of the Fifth District Conference, International Association of Printing House Craftsmen, held in Cincinnati. On June 30 Mr. Callahan completed 10 years of service as treasurer of the Cincinnati Club. He has served the club three times as president, and served twice as president of the International Association of Printing House Craftsmen.

Robts. & Porter Expands

An expansion and modernization program is under way at the new and larger quarters of Roberts & Porter, Inc., at 622 Greenwich St., New York 14. The change of address was to be effective August 19, but telephone numbers will remain the same, according to Harry Grandt of the firm. Mr. Grandt said that the move from 100 Lafayette St., virtually will double the floor space and will ac-

commodate additional and more modern equipment 'to handle our expanding line of lithographic rollers, film, chemicals and supplies.'

Ben Schneider Dies

Ben Schneider, 51, president of Schneider Lithograph Co., Philadelphia, and of Schneider Press, Inc., New York, and other graphic arts enterprises, died July 4 at his home in Neponsit, N. Y., as a result of coronary thrombosis. He was a native of Austria, came to the U. S. as a boy and entered the printing trade at an early age.

Ottmann Heads Club

Maj. Gen. William Ottman, president of U. S. Printing & Lithographing Co., was elected president of the Lotos Club of New York, during July. The club, which has numbered among its members presidents of the United States and men prominent in business and the arts, is preparing to move from its quarters on West 57th St., where some lithographic functions have been held, to new quarters at 5 E. 66th St.

Offsets Topeka Magazine

Hall Lithographing Co., Topeka, Kan., is lithographing a new Topeka magazine "TM" which was to be introduced during July.

To Add Four Presses

Shattock & McKay Co., Chicago combination plant, is planning expansion of offset facilities by the addition of four new presses. Paradoxically, however, immediate delivery is not being urged, because there's no place right now to put them. Present quarters at 426 S. Clinton St. are located in the area affected by Chicago's Congress street superhighway development and the building will eventually have to be razed. Condemnation proceedings are set for September. Meanwhile, a company spokesman said, a diligent search has been under way for about 20,000 square feet of space. Starting last spring, the hunt is still in progress, he said.

DuPont Appoints

Arthur H. Burkhardt has been appointed manager and Frederic B. Sacklett, assistant manager of the DuPont Photo Products plant, Parlin, N. J., the company has announced. Mr. Burkhardt, who joined the company's engineering department at Parlin in 1933, succeeds the late Karl R. Myers as plant manager. Since 1943 he has been assistant manager. The new assistant manager has been production superintendent at Parlin since 1944 and joined the company in 1930.



Anso Men Meet

Graphic arts field representatives (above), of Anso discuss problems of concern to the industry at the first sales and educational meeting of its kind held at the company's manufacturing headquarters in Binghamton, N. Y., recently. Seated left to right are: Edward D. Cromwell, Chicago; Harry A.

Reeve, Binghamton, manager, Sales Service and promotion; John J. Skahill, Binghamton, manager of graphic art sales; Warren M. Cassell, New York; and Charles H. Austin, New York. Standing, from left to right are: Larry A. Benedict, Binghamton; John F. Hildebrand, Cincinnati; Edward J. Dowell, Los Angeles; Willis C. Krumlaw, Cincinnati; and Henry K. Habich, Philadelphia.



A Wide-Awake Printer Made a Suggestion...

Let's listen in...

"As you see on the chart, these U. S. E. *specialized forms* should help you speed operations, cut costs and avoid errors..."

* * *

The customer — tied up with manufacturing problems — didn't have time to analyze a top-heavy business system that had grown up during the war.

But a wide-awake printer stepped in and made some sound suggestions that revitalized the customer's entire business system... and resulted in profitable orders.

UNITED STATES ENVELOPE COMPANY
14 Divisions from Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS

U·S·E Envelopes



MAILING



PACKAGING



SYSTEMS

Your 3-Fold Business Partner

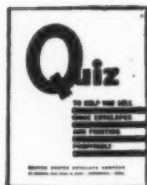
60

Simple? Sure! For with the U. S. E. Envelope Analyzer Kit as a guide this printer couldn't go wrong. He knew he had check sheets that would give him all the right answers. He knew, too, that digging down into problems like these — showing customers how to save time and money by standardizing on envelopes for mailing, packaging and business systems — *builds good will*. And that's good business — for all concerned.

For a free copy, ask your Paper Merchant, or write us today.

Try this Quiz — it's fun. Send the coupon for free copies.

E-BPP



UNITED STATES ENVELOPE CO.
Springfield 2, Massachusetts

Send me _____ copies of the U.S.E. Quiz Folder with an answer card — free.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

MODERN LITHOGRAPHY, August, 1946

Duenewald Moves, Expands

Duenewald Printing Corp., New York, expected to be located in new and larger quarters at Greenwich and Perry Streets by early in August, following the taking of a long term lease on the four-story building there. A two-color 46½ x 67½ Harris offset press was to be installed during August, and plans were announced for the installation of another 50 x 68½ press as soon as possible. The color plate department is being expanded with new cameras, vacuum frames and whirlers.

The building provides 10,000 square feet of space on each floor and the company is using the first three floors while retaining the top floor for future expansion. The first floor is used for paper storage, the second for pressroom and paper seasoning and the third for the offices, art, editorial and plate and camera departments. R. M. Duenewald, president, indicated that greater efficiency will result from the move because careful planning of increased space will reduce lost motion and make possible better coordination and closer supervision of all operations.

The company's editorial and planning department is organized to serve the production and editorial departments of publishers, and the firm has a special service of long range planning of low cost books.

Lithography, letterpress, gravure and photogelatin printing are offered by the company. Former quarters were at 216 West 18th.

Bruntsch, Portland, Dies

Carl G. Bruntsch, 60, Portland, Ore. manager for Schmidt Lithograph Co., died late in June. He served in World War I in a company commanded by Dwight D. Eisenhower, and joined the Schmidt firm following the war.

Appoints Texas Manager

Josef M. McBride, assistant general sales manager of Ansco has been appointed district manager of the Dallas, Tex. office, succeeding Harold C. Etz, who purchased a studio in

Sweetwater, Tex. Mr. McBride joined the company in 1935. He asked for the Texas transfer for his health, the company said.

Form New York Co.

Rogers-Lerner, Inc., a plant which will furnish color separation work for the lithographic trade, and offer



Col. C. E. Freeman, (left) base executive officer of Mitchell Field, New York, presented the Legion of Merit Award to Mr. Lerner recently in recognition of his "substantial (wartime) contribution to military and commercial photographic art." Mr. Lerner was a Tech. Sgt. at Wright Field, Dayton, Ohio.

photo-engraving and sheet fed gravure service, was opened at 130 Prince Street, New York, during July, by George M. Rogers and Harry M. Lerner. The plant is completely air conditioned, the air being also electronically filtered. An automatic control system provides temperature controlled water to all of the darkrooms. Fluorescent lighting provides shadowless illumination in all working areas.

Mr. Lerner, a partner and technical director of the firm, has specialized in fine art color reproduction and for many years was a color consultant in lithography, photo-engraving, photogelatin and gravure. During the war he was chief of the color reproduction unit of the army's photo-engraving laboratory at Wright Field. Mr. Rogers' experience has been in the photo-engraving field.

R. I. Trade Shop Opens

The Pride Offset Co., a trade platemaking shop, was recently opened at 231 Canal St., Providence, R. I., by Ernie and Al Pride.

More Shortages

A shortage of machinery erectors has caused a slowdown in installation of new printing equipment in many places, it was reported in Chicago last month. One manufacturer's representative stated that new postwar machines have been delivered to purchasers in Chicago, Minneapolis, St. Louis and more than a score of other cities. But there the unpacked cases stand, because there simply are not enough men available to set them up, he said.

Labor troubles which had tied up the plant for over two months were cited by another manufacturer's Chicago representative as the reason why lithographers could not get delivery on orders of long standing. This trouble, he anticipated at the time, would be cleared up shortly.

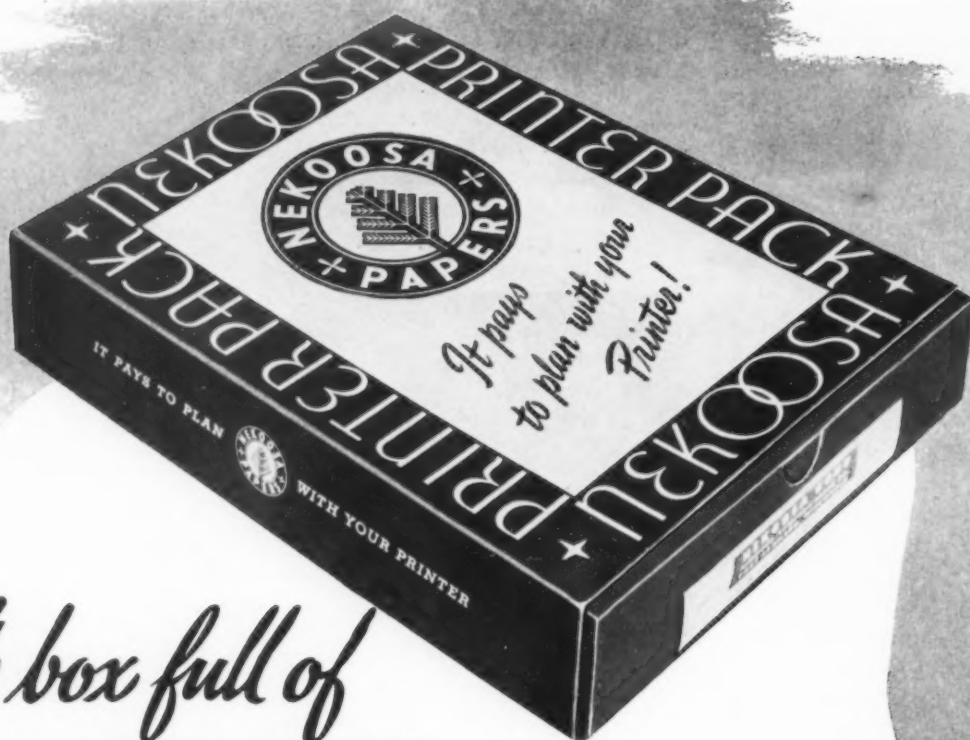
Still another Chicagoan, who manufactures a line of lithographic chemicals, reported that conditions in the glass manufacturing industry have caused a shortage of glass bottles, that has seriously handicapped plans for expansion of his products.

Strathmore Trains Men

Salesmen of paper merchants handling the Strathmore Paper Co. lines, are being presented with the company's postwar presentation of merchandising plans. The presentation is made by Strathmore men through the medium of a large easel display book and supplemental promotional material. The company is now making about 80 per cent of its projected postwar line which includes bonds, writings, texts, covers, weddings, papeteries and bristols.

Writes on China

An illustrated article on China, by Joseph Passantino, Passantino Printing Co., New York lithographers, was scheduled to be published in the August issue of *National Geographic*. A feature of the article, "Kunming—Crossroads of China," was to be a series of Kodachromes and black and white photographs by the author, who was stationed in China with the army during the war.



A box full of
SATISFACTION
for your Customers!

When you deliver this box of letterheads printed on Nekoosa Bond, you know you're going to have another *satisfied* customer. Pre-tested Nekoosa Bond takes all forms of printing beautifully—and the finished job has a crisp, business-like appearance that always pleases. And, of course, the box displays the famous Nekoosa slogan: "It Pays to Plan with Your Printer"—to help you secure *additional* sales!

NEKOOSA-EDWARDS PAPER CO.
 PORT EDWARDS, WISCONSIN

*One of the complete line of
 Watermarked Pre-Tested
 Business Papers manufac-
 tured by Nekoosa-Edwards
 Paper Company.*

BOND
Nekoosa
 MADE IN U.S.A.

Joins Spaulding-Moss



Verner O. Nelson, (above) formerly in the placement department at Northeastern University, has joined the executive staff of Spaulding-Moss Co., Boston, in the capacity of personnel manager. His duties will include responsibility for interviewing, testing, and hiring new employees, handling union contracts, aiding employee activities, maintaining the job evaluation program and merit rating system, and supervising plant training.

Seeks Labor Law Revision

Revision of national labor laws, to provide employers with protection during jurisdictional disputes between labor unions, was demanded in resolutions adopted by the National Small Business Men's Association at its July convention in Chicago. Speaking for the proposal during floor discussions, Harry E. Brinkman of Cincinnati Lithographing Co., Cincinnati, O., referred to the recent jurisdictional fight through which the lithographing industry has passed. "Certainly something should be done to protect employers if caught in the middle of a jurisdictional dispute," Mr. Brinkman declared.

The Association, said to represent 30,000 small businessmen, demanded that labor unions be held liable for legally assumed contractual obligations and that labor laws be amended to end special privileges and immunities now enjoyed by special groups or individuals. Reiterating its continued opposition to the principle of the closed shop, the association's resolution declared "it is an invasion of individual freedom and deprives a man of his natural rights in a free society."

Mr. Brinkman, president of the National Association of Photo-Lithographers, is a member of the board

of trustees of the National Small Business Men's Association. Founder and president of the organization is a printer, DeWitt Emery, of Monroe Letterhead Corp., Akron, O., letterpress concern. Many graphic arts firms are represented in the association's membership, it is claimed.

Form Printing Ink Library

A library of literature of printing inks and the graphic arts has been established at Lehigh University, Bethlehem, Pa., sponsored by the National Printing Ink Research Institute. Housed in the William H. Chandler chemistry laboratories, the initial collection contains over 300 volumes. The institute's program of ink research is being carried on at Lehigh under the direction of I. M. Bernstein.

Ink Makers to Meet

The annual convention of the National Association of Printing Ink Makers has been announced for September 25, 26 and 27 at Hotel Shoreham, Washington, D. C. John Ellison, Lewis Roberts, Inc., Newark, N. J., association president announced in July. The convention will precede by one week the convention of the National Association of Photo-Lithographers at the same place.

Offset Course in Boston

The Boston Club of Printing House Craftsmen has announced plans for a course in offset lithography to begin October 17 and continue in one session a week for five weeks. Five speakers will cover the history of offset, camera and platemaking, copy preparation in a combination shop, and offset presswork.

Shows Color Work

"Natural Color Vignettes", a brochure of samples of full color lithography has been distributed recently by The Reid Press, Ltd., Hamilton, Ont., Canada. The plastic bound promotion piece features a number of reproductions of fruits and vegetables and other illustrations suitable for use in food packages.

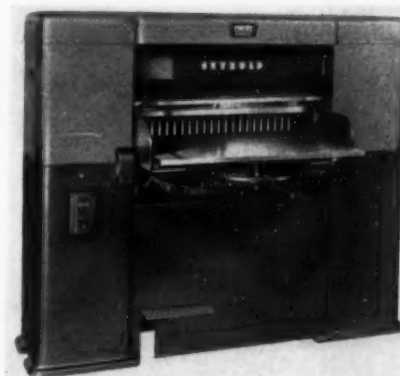
Melt Dollars For Silver

New York photo engravers last month were reported to be melting silver dollars to obtain silver nitrate to avoid a shutdown due to a silver shortage. The N. Y. Photo-Engravers' Board of Trade said that the Treasury Department stated that this was not a violation of the law. The silver thus obtained was estimated to cost about 75 cents per ounce plus processing costs, compared to a current price of 47 cents an ounce for silver on the market which was not obtainable.

Peerless Picnics

Hoffman's Grove in the Cook County Forest Preserves was to be the setting for the annual picnic which Peerless Litho Co., Chicago, planned for its employees August 17. Preparations were made for over 200 guests, including members and their families. Baseball and other sports, a basket lunch and dancing were on the program, directed by George Luehrs, company vice president, assisted by a committee of employees.

Announce Seybold Cutter



The new Seybold 36" auto clamp cutter (above) has been announced by the Harris-Seybold Co., according to H. A. Porter, vice president in charge of sales. Among the features developed for this cutter are: scientific knife action, simple knife adjustment, fully enclosed clutch and drive, fully automatic interlocking safety devices, complete illumination, spring type clamp pressure, and a new lubrication system. Under the direction of W. R. Spiller, chief engineer of the Seybold Division, development was started in 1939 and the first experimental model was tested in 1940. The first model was redesigned and the eleven machines built before the war were placed in commercial plants for testing and performance records were compiled during the war years. Studies of performance records resulted in further improvements, the company says.

IN THE SPOTLIGHT OF QUALITY...

SOLUTION

No. 16



...And SINVALCO No. 16 is a Stabilized Gum Solution of unsurpassed quality!

Made of the best gum obtainable, laboratory tested for impurities, mixed to a density of 14 degrees baume (which may be diluted with water to a thinner consistency if desired), and rendered practically non-souring, SINVALCO No. 16 will meet the most exacting requirements of plate and pressroom.

Try SINVALCO No. 16 on your next job and prove to yourself its outstanding efficiency. SINVALCO Technicians are always on call to demonstrate in your own plant the advantages of using this and other SINVALCO Standardized Chemicals.

SERVICE FROM COAST TO COAST

Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York City

SINVALCO

Ready to Use

STANDARDIZED CHEMICALS

SINVALCO Solution No. 1
Deep-Etch Coating Solution
(Ready Mixed)

SINVALCO Solution No. 1
(A and B)
Deep-Etch Coating Solution

SINVALCO Solution No. 2
Stopping-Out Shellac

SINVALCO Solution No. 3
Deep-Etch Developer

SINVALCO Solution No. 4
Deep Etching Solution for Zinc

SINVALCO Solution No. 5
Deep Etching Solution for
Aluminum

SINVALCO Solution No. 6
Lithotine Concentrate

SINVALCO Solution No. 7
Deep-Etch Lacquer

SINVALCO Solution No. 8
Developing Ink

SINVALCO Solution No. 9
Asphaltum

SINVALCO Solution No. 10
Stabilized Albumin Solution

SINVALCO Solution No. 11
Litho-Kleen Concentrate

SINVALCO Solution No. 12
Plate Etch for Zinc

SINVALCO Solution No. 13
Plate Etch for Aluminum

SINVALCO Solution No. 14
Fountain Etch for Zinc

SINVALCO Solution No. 15
Fountain Etch for Aluminum

SINVALCO Solution No. 16
Stabilized Gum Solution
Lithotine

Albany Birmingham Charlotte Cleveland Dayton Havana Kansas City Mexico City Nashville New Orleans San Francisco
Baltimore Boston Chicago Dallas Detroit Jacksonville Los Angeles Miami New Haven Philadelphia Seattle

how to start a program of on-the-job training

**a detailed plan is available
to make it easier to set up
individual plant programs**

PART IV

One of the imagined obstacles to embarking upon a program of training is persuading journeymen to become instructors. However, when they have had a chance to look over the guidance material and inspect its simplicity very little persuasion is necessary. This month's installment is Section No. 4 of the Plan of Action and is a message to prospective instructors.

YOU have been chosen by your management to help in securing one of the most vital needs of this industry; more knowledge and skill in the employed personnel of your plant. You have been chosen to execute the important function of instructor in your field. Your efforts in this work will be appreciated by both your employer and your fellow employees, but more than that, you personally will benefit to a greater degree than you now realize. A wise man once said that to know a subject thoroughly is to teach it to someone else. Everyone who has taught knows this to be a fact.

Teaching is not difficult, in fact, it is enjoyable after the ice is once broken. The teaching of a lithographic craft by a man who is an expert on the subject is particularly simple and pleasant. Fifty per cent of the problem is knowing the subject and you have already accomplished that. Forty per cent of the problem is the compiling of good teaching material and this has been done for you by the Lithographic Technical Foundation. This leaves ten per cent of the actual instruction

effort up to you and this consists of learning a few simple rules of teaching.

The Instructor's Manual gives the basic laws of modern teaching and teaching technique. Do not be awed by the term "teaching technique," because it is not some weird occult power, it is merely a simple science of direct presentation of the subject. Organization is ninety per cent of teaching technique and consists of explanation, demonstration, supervision while the student works, and then checking the work done, pointing out errors and suggesting improvements.

Take this job seriously, but make it pleasant for both yourself and your class. Work with the training supervisor in scheduling and following out the courses. Above all, be a booster for this program and strive to improve upon it. The experience will benefit you.

Training Material

Each unit of course material is loose-leaf bound in a stiff cover and consists of all the aids that an instructor needs to conduct a class with the exception of his own skill and experience.

It has long been felt that if a workman who is skilled in a craft is supplied with proper teaching material, he would make a better instructor of lithography than an expert teacher who is not a lithographer. Experience has taught that this belief is true, and the Foundation has prepared

these courses in a simple, step-by-step form so that every detail is planned for the instructor.

Each book of course material consists of ten divisions as listed and described below:

1. Instructions

These are detailed procedures concerning the use of each division of the material.

2. Text Book

This is a simply written book covering the subject matter of the craft and the student should have one for home study and better understanding of the work. The instructor may at times read certain chapters aloud to the class from this book.

3. Text Supplement

This contains some of the background, history or "whys" of the craft, and the instructor can very often use it as an introduction to his subject. Reading this tends to loosen up the class and ease the first meeting tension.

4. Instructor's Manual

This is a short work on the subject of teaching technique. It explains in part that running a training program can be organized just like running a department in a litho plant. It points out that teaching starts with an objective, a plan, and then organization. There are many useful tips to teachers in this booklet.

5. Special Supplement

This is a short, suggested method of applying the principles of the Instructor's Manual to the course being taught.

6. Course Outline

This is just what the name implies. It is an index of the units into which the course is broken down. It indicates freely of what each unit consists. It is helpful in planning class periods and estimating the time necessary to cover a subject.

7. Lesson Plans

There is a lesson plan for every unit of the course and these are indispensable aids to the instructor. They plan each lesson for him in detail. They point out what equipment and other aids are necessary to the teaching of each lesson. They tell him how to review each previous lesson. They tell him when and how to present the job sheets. They make suggestions concerning his demonstrations and directions. They show him how to check the fitness of his students and, lastly, suggest the checking of the work done.

8. Job Sheets

These are the heart of the course material and are detailed directions that tell the student what to do and how to do it. Every student must be supplied with a set of these

Expressive!

STRATHMORE

Paper is Part of the Picture

New things to say? Things to say about services, halted by war, now required in peace. More to say about your firm, your product, than copy space allows? Say them with Strathmore Papers, designed to give as well as receive impressions.

The mere look of your mailing piece, your letterhead, conveys by your choice of paper, things you can hardly state in words. The long-time dignity and honour of your firm, for instance. The smart modernity of your product. Gay variety. Fashionable femininity. Beauty back again, luxury in, austerity out, the old team functioning again, the new wheels humming.

REVISED UP TO DATE

We've thoroughly revised the Strathmore paper line. Made it more compact, better-balanced. Dropped a few outmoded items. Added new colors, textures, surfaces to express modern ideas. Specify Strathmore Expressive Papers...you'll get new attention, new business, new profits, and fewer printing headaches!



STRATHMORE PAPER COMPANY

WEST SPRINGFIELD, MASSACHUSETTS

job sheets for good results. These are like a shop order broken down into detailed steps of procedure and the student learns by *doing* the job.

The Job Sheet tells the student the purpose of the lesson. It tells him what he should have on hand to do the job. It gives him the step-by-step procedure for performing the work. It tells him how he may check his work. When a student has performed a job as outlined on one of these sheets, under the advice, counsel, and supervision of a craftsman, he has taken a long step toward becoming a craftsman himself.

9. Reading References

These are added for the purpose of encouraging teachers to do outside reading concerning the subject. No matter how good a craftsman may be, some question will arise that can be better answered if he is familiar with the work and writings of others. Students are also urged to read the suggested material.

10. Visual Aids

These are not included in the course material, but suggestions are made throughout the book on helpful material and it is hoped that funds will soon be provided to make such aids available at the foundation.★★

ATF Buys Valette

Announcement of the purchase of the production tools, inventory and goodwill of Valette, Inc., 215 West Ohio Street, Chicago, manufacturer of precision process cameras and offset platemaking equipment, has been made by Edward G. Williams, president of American Type Founders Sales Corporation, Elizabeth, N. J. The acquisition does not include the motion picture projector business of Valette, Inc.

American Type Founders Sales Corporation, with branch offices in 22 cities, has been handling a complete line of color precision cameras and offset platemaking equipment since 1939. This line carried the name of ATF and was manufactured exclusively for American Type Founders' branches by Valette, Inc. Now, ATF will continue manufacture of the complete line under its own production supervision at the same address in Chicago.

Recently, several new designs of process cameras and accessories were added to the ATF line, and a preview

of this equipment is promised for early autumn. The latest models will then be on display at the National Association of Photo-Lithographers convention in Washington, D. C., October 3-5, and the American Photo-Engravers Association convention at Philadelphia, October 14-16. Similar types of equipment will also be on display at the company's branch offices in Chicago and New York at an early date.

To Represent Miehle

Miehle Printing Press & Manufacturing Company, Chicago, has announced the appointment of Kilpatrick Printers Service Co., 182 Forsyth Street, S.W., Atlanta 3, Ga., as authorized Miehle service dealer for Georgia, South Carolina, Florida, Alabama, Mississippi, and Tennessee. Kilpatrick Printers Service Company will erect new presses and handle service and repair work in the area. Repair parts will be carried in stock.

Issues POP Booklet

Formulas for measuring circulation and market coverage and the place of point-of-purchase material in the well-rounded advertising program are included in the booklet "Point-of-Purchase Advertising," just issued by Chicago Cardboard Co. The contents are a condensation of a talk by Hedley P. Simons, of the company before the Chicago Federated Advertising Club.

Leaves Gummed Products

P. D. Gates recently resigned as sales manager of The Gummed Products Co., Troy, Ohio. J. W. Kenny who previously functioned as Mr. Gates' assistant in the box tape department will continue to handle the orders and correspondence of that department.

Paisley Appoints Sequin

Paisley Products, Inc., Chicago, manufacturers of industrial adhesives, has announced the appointment of J. F. Sequin as its representative in Texas and Oklahoma, with headquarters at 1410 Main Street, Dallas 1.

Reports on Education

The Eleventh Annual Report of the National Graphic Arts Education Association covering the school year 1945-46 was issued recently by Fred J. Hartman, educational director. The report states that the graphic arts industry "is taking full advantage of the program of veteran training in order to build up its manpower shortages." The report continues that this is a temporary source of manpower and that a continuing supply must come through the educational channels of the nation. The work of the Printing Industry of America in training is discussed.

L. E. Bonneville Dies

Lionel E. Bonneville, 39, of Bulkley, Dunton & Company's Springfield branch, died at the Wesson Memorial Hospital in Springfield, Mass. on July 17. In 1932, Mr. Bonneville established his own business, The Bonneville Card and Paper Co. in Springfield, Mass. This company distributed greeting cards and fine papers until February, 1944, at which time Mr. Bonneville sold the fine paper part of the firm to Bulkley, Dunton & Co., and became associated with that organization.

Sam Unger, Ohio, Dies

Sam Unger, founder of the Ideal Printing & Lithographing Co., Zanesville, Ohio, died recently after a long illness. He founded the Ideal company about 40 years ago, retiring in 1929 and in 1937 founded the Sam Unger Printing Co. He retired from active business in 1941.

Earle T. Walker Dies

Earl T. Walker, 80, retired general manager of the Providence (R.I.) Lithograph Co., died July 21. He had been employed by the company for 50 years, 30 of them as general manager. He retired in 1931.

Arthur Richter Dies

Arthur Richter of the Martin Driscoll Co., Chicago ink manufacturers, died during July.

CRAFTSMANSHIP...

It takes many types of specialized skills to make a good lithographic plate. Be sure that the skill of your craftsmen is supported by the *right* chemicals—**MERCK CHEMICALS FOR THE GRAPHIC ARTS.**

Exacting laboratory control ensures their purity, uniformity, and reliability. You can depend on them for the same good results, from the same procedures, every time. Write for catalog.



MERCK & CO., Inc. *Manufacturing Chemists* **RAHWAY, N. J.**

New York, N. Y., Philadelphia, Pa., St. Louis, Mo., Elkton, Va., Chicago, Ill., Los Angeles, Cal.
In Canada: MERCK & CO., Ltd., Montreal, Toronto and Valleyfield



EQUIPMENT & BULLETINS

ATF Sells by Mail



American Type Founders Sales Corp., Elizabeth, N. J., has announced a nationwide campaign of mail order selling of small items of printing equipment and supplies. For the convenience of its customers, ATF has issued a catalog of nearly 200 pages, (above) listing approximately 1,500 items of printing accessories and supplies, including type. This catalog carries full descriptions of all items, with current prices, and is profusely illustrated. Complete instructions for ordering by mail from the nearest ATF branch are included, together with order blanks. This is the first time so complete a catalog of its line has been issued. Price information and specifications of new items will be mailed regularly to all customers receiving the catalog, so listings will always be up-to-date. C. D. Proctor, vice president in charge of domestic sales at ATF, said the new system will provide ATF salesmen with more time, when calling on customers, to work with them on basic management and production problems.

Announce New Offset Ink

A new type of black offset ink with a synthetic vehicle has been announced by Bensing Brothers and Deeney, Philadelphia ink makers. Named Excellolith Offset Black 470, it is claimed to make possible the printing of large solids on all kinds of stock without piling too much ink on the rollers, and small reverse type stays open and free from scum without constant etching with the acid sponge, the manufacturer states. The announcement also states that the pH of the fountain solution can be kept higher than average while the dampeners stay cleaner. Complete information is available from the company at 401 North Broad St., Philadelphia 8, Pa.

Hunt Announces Chemical

An acid hardener is one of the latest photographic chemicals to be announced by the Philip A. Hunt Co., Brooklyn. The buffered, non-liquid hardener is for use with all types of films and paper and the manufacturer claims for it longer life, and ability to dissolve more silver and economies in time and money. It is packed in five, ten, 20 and 50 gallon sizes or larger, and stocks are carried in the firm's warehouses at Brooklyn, Long Island City, N. Y., Chicago, Cleveland, Cambridge, Mass., and Los Angeles.

New Paper Calculator

A new paper weight calculator has been announced by Hammermill Paper Co. It is designed as a tool for printers or lithographers who use odd size reams of paper, and offers a direct reading after a simple adjustment. Weights of bonds, offset, cover and index bristol papers in all usual substance weights can be determined with it. The calculator is offered free by the company to those requesting it on their business letterheads. Requests may be sent to the advertising department of the company, Erie, Pa.

New Scribing Plate

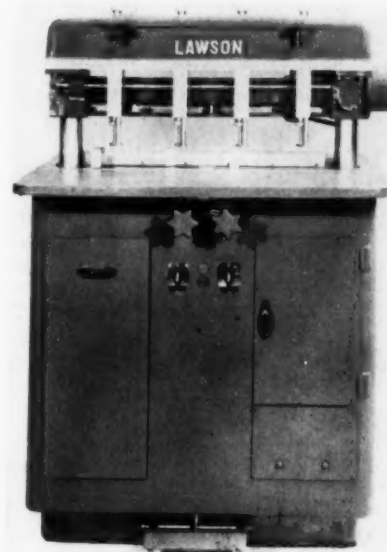
A new material, known as the Kodak Green Scribing Plate, has been developed by Eastman Kodak Co. for use with optical comparators of the contour projection type. The plates may be used directly with the contour comparators or as printing masters for photographically duplicating the contour comparator plate. Also, they may be used for making small photo templates on metals, plastics and other materials.

Eliminating the need for using hydrofluoric acid to etch glass plates, the new Kodak product consists of a transparent green-dyed gelatin coating applied to glass. Tolerance lines are scribed on the plate by cutting

through the gelatin film. The entire execution of comparator plates may be left in the hands of a skilled draftsman.

As a result, says the manufacturer, the Kodak Green Scribing Plate offers an easy, fast, and safe method of manufacture. At the same time, the gelatin emulsion will not chip, insuring accuracy equal to that attained with conventional glass plates.

New Drill Slotter



David W. Schulkind, president of E. P. Lawson Co., has announced a new Lawson multiple head drill slotter that drills and slots in one operation (above). This is another post-war Lawson development which the company says incorporates ingenious and exclusive features. According to Mr. Schulkind, the Lawson drill slotter is easy to operate and set for required centers. It can also be used for drilling round holes only. Its iron table is in a fixed position, and its toe-tip treadle control brings the drills down to the work.

Actual machine operation shows that heads are quickly adjustable from front of machine, and spindles may be adjusted vertically while heads are in operation. Another feature is that chips are automatically carried to a removable refuse box on front of machine. Other features include: Fluorescent floodlight across the front of machine, giving direct illumination for setting of heads and gauges; roller, ball or needle bearings on all working parts; the back gauge is screw operated and is adjustable from front of machine. Its open frame gives greater back depth.

Two models are available: one, for drilling round holes only, and one which drills and slots in one operation. The machine is now on display at the Lawson showrooms, 426 West 33rd St., New York.

*in letterhead
paper*



THE WATERMARK
IS YOUR
quality guarantee

BE SURE
IT SAYS
3 THINGS

- 1 Does It Contain Cotton Fibre?
- 2 How Much Cotton Fibre?
25%-50%-75%-100%
- 3 Who Made It?



FOX RIVER PAPERS —

Anniversary Bond, Ledger and Onion Skin
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... 75% Cotton Fibre Content
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Dictation Bond, Ledger and Onion Skin,
Dictation Tru-Opaque Bond... 25% Cotton Fibre Content

THIS MESSAGE,

of what to look for in the watermark of fine letterhead paper, reaches over half a million business men every month. It's Fox River's way of assuring the consumer of fine quality paper for every business need.

THIS MESSAGE,

sound in its guarantee of quality letterhead paper, comprises a strong sales force for you . . . helps you increase profits through more sales of finer paper.

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in the following publications: Banking, Advertising and Selling, Burroughs Clearing House, Business Week, Dun's Review, Direct Advertising, Printers' Ink, Purchasing, Sales Management and United States News.

FREE TO LITHOGRAPHERS . . . "*Light Up Your Letterhead*", a booklet illustrating a new technique in letterhead design, containing 20 beautiful modern lithographed letterhead designs by foremost American artists . . . edited by Dale Nichols.

Write on your business letterhead for your free copy.



FOX RIVER PAPER CORPORATION
408-H S. Appleton Street • Appleton, Wisconsin

New Automatic Developer

A new product said to develop film in one operation, is announced by Photographic Chemical Research, Inc. of Los Angeles. It is Unidel Automatic Film Developer, described as the one-solution method to develop, stop, fix and harden film with no possibility of over-development. It is the first of a line of photographic chemical products to be introduced by the firm.

The manufacturer claims that Unidel does away with timing and eliminates the stop and fix baths from the developing process. It is stated that the film is placed in Unidel solution (temperature of 68° F to 72° F) for a minimum period of 20 minutes, being agitated intermittently. After this period of time the negative may be removed and washed thoroughly in ordinary water. No other operations are required because after the film has reached the proper contrast, developing action stops and it automatically begins to fix. Film may be left in the solution for as long a period of time as desired, according to directions, without danger of over-development. Negatives developed the new Unidel way are extremely clear, clean, and soft-toned, states the manufacturer.

Unidel Automatic Film Developer comes in dry chemical form and immediate delivery is available. Details may be obtained by *Modern Lithography* readers, from Photographic Chemical Research, Inc., 2654 Fletcher Drive, Los Angeles 54, Calif.

Describes Job Press

The Miehle Vertical, Model V-50 typographic press is pictured and described in detail in a brochure just distributed by Miehle Printing Press & Mfg. Co., 14th St. and Damen Ave., Chicago, 8, Ill. Copies are available from the company.

Offers Deep Etch Line

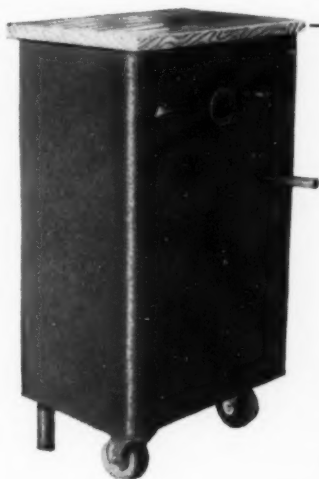
Gordon Bartels Co., Rockford, Ill., announces a complete line of deep etch plate making chemicals, and offers a demonstration or training service. The company states that the products are laboratory controlled

and that a feature of the line is the simplicity of making plates and the consistent daily results. Burdette Linn is the demonstrator for Bartels chemicals. The line will be distributed by graphic arts supply dealers throughout the country, the company said.

Waite Heads Mass. Assn.

Ralph J. Waite, New England manager for Miehle Printing Press &

Mfg. Co., was recently elected president of the Graphic Arts Institute of Massachusetts, succeeding Robert A. Whidden, Rand Avery-Gordon Taylor, Inc. Other officers elected included Robert W. Williamson, T. O. Metcalf Co.; M. Howard, A. T. Howard Co.; and A. D. Dempsey, Donovan & Sullivan Engraving Co. Howard S. Patterson continues as executive secretary.



SYNTRON

"VIBRATING"

PAPER JOGGERS

Provide the Easy, Economical Way to Handle Paper

—at the cutter, the press or when gathering. Speed up the job by doing away with slow, laborious hand riffling and pounding.

The Model CPJ-15 (illustrated) is equipped with casters, permitting easy moving from one spot to another. Also note the convenient knee switch control—which leaves both hands free for work.

Write for descriptive literature

SYNTRON CO.
585 LEXINGTON HOMER CITY, PA.



HERE'S *One* WAY
TO SAVE PAPER!

Use
"33" INK CONDITIONERS AND
AVOID WASTEFUL OVERRUNS



Eliminate the need for ink experimenting that wastes paper. "33" Ink Conditioners quickly adjust your inks to point-of-use conditions — climate, humidity, age, type of stock, etc. You'll use less paper on every job!

All inks print better with "33" . . . Halftones are cleaner, impressions sharper. Results are uniform and positive. Affinity of ink and paper increase . . . Color prints more brilliantly. Why take a chance? Get results with "33."

8-LB. TRIAL ORDER . . . 100% GUARANTEE

See your local dealer or jobber—or write direct for an 8-lb. trial can. If "33" does not satisfy you completely, return the unused portion at our expense.

Choice Territories Open!

JOBBERs—write for details of our liberal proposition. With increased production we are now able to open a few new territories. "33" Ink Conditioners fill an important need in every print shop. They're a sales natural for every distributor. Once sold, always used! Get the facts NOW!



Export Division: Gulterman Co., Inc., 35 S. William St., New York 4, N. Y.

When you think of *writing*
think of *Whiting*



THIS TRADEMARK ALWAYS MEANS

FINE CRAFTSMANSHIP
UNEXCELLED QUALITY

Bonds and Ledgers
Manufactured by
The Whiting Paper Company
are standard

Whiting's No. 1 Bond	Whiting's No. 1 Ledger
100% Rag	100% Rag
Imperial Bond 100% Rag	Sterling Ledger 85% Rag
State Bond 100% Rag	Record Ledger 75% Rag
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Mutual Bond 25% Rag	

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619 CHESTNUT ST.

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111 N. CANAL ST.

BOSTON 10
10 HIGH ST.

MODERN LITHOGRAPHY, August, 1946

LITHO CLUB NEWS

Winship to Speak

William Winship, treasurer and general manager of Brett Lithographing Co., Long Island City, N. Y., will be the speaker at the next meeting of the Litho Club of Philadelphia, Monday, September 23, according to an announcement by William J. Stevens, club president. Mr. Winship will discuss personnel problems and the application of the results of cost records. Mr. Winship has been in executive positions in the lithographic industry for 25 years, and has been active as an instructor in various phases of the process. The meeting will be at the Poor Richard Club and is the first of the fall season.

Nominations for officers and governors will be presented at the meeting in preparation for the annual election and installation scheduled for October 28.

Clubs Resume Meetings

The regular meetings of most litho clubs are suspended during the summer months, but most of them resume meetings in September. A list of litho clubs and the time and place of their regular meeting dates appears on page 89. During the summer several clubs held outings the most recent being that of the Connecticut Valley Litho Club which was scheduled for Longmeadow, Mass., Saturday, August 10.

New Luminescent Process

The W. H. Wilton Co., Chicago printers has announced the availability for commercial use of a wartime development which used luminescent material with a special ink on charts, maps and tables for night operations of the military forces. After printing with the ink base the product is coated, much as in a bronzing operation, with a powder which glows with fluorescent effect under ultra-violet light, or without a light if a phos-

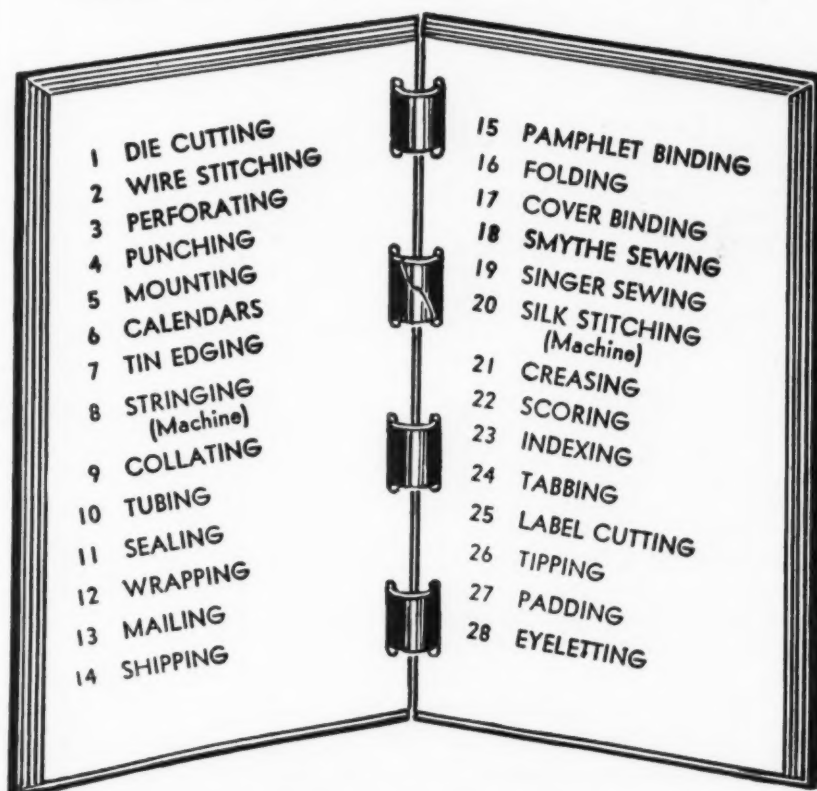
phorescent material is used. While the Wilton process is limited at present to letterpress work Martin J. Santo, sales promotion manager, said the process could be converted to use on lithographed products. This, he explained, could be accomplished by overprinting the desired area of a finished offset press sheet with the

special ink and applying the powder. The Wilton process, he contended, would be more economical than other existing means for night illumination of advertising material.

Anso Advances Barnes

Dr. Carl E. Barnes, formerly of General Aniline & Film Corporation's Central Research Laboratory in Easton, Pa., has been named director of product and process development at Anso, Binghamton, N. Y.

28 BINDING AND FINISHING SERVICES



Dummies Bound With
Tauber-Tube Are Beautiful

The Best Sample Wins the Order
Ask for Dummies — No Obligation

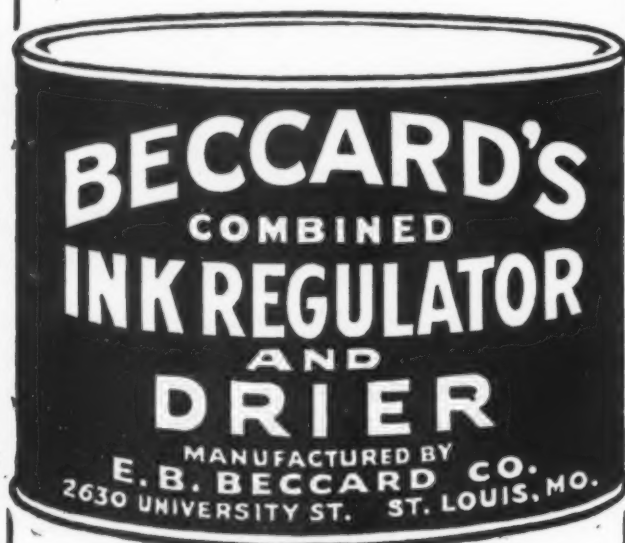
TAUBER'S BOOKBINDERY, Inc.

200 HUDSON ST.

WOrth 4-5621-2-3-4-5

N. Y. 13, N. Y.

KNOWN FAR AND WIDE BY HUNDREDS OF PRESSMEN FOR ITS QUALITY



Here's what Beccard's will do to those ink and paper problems in the pressroom: It's a neutral drier that will not crystalize, makes ink trap when one color is printed over another; improves distribution of inks making them lay smooth and even on solids; gives ink good lifting properties, producing sharp, clear impression when fine screen half-tone plates are used; eliminates smudgy, smeary appearance, makes ink set rapidly diminishing offset, eliminates ink from piling or caking up on plates, rollers, and rubber blankets. Beccard's does all this without darkening or weakening the color of inks. Let your pressman read this.

HUNDREDS OF LITHO OFFSET PRESSMEN FROM COAST TO COAST HAVE PUT THEIR APPROVAL ON BECCARD'S AFTER GIVING IT A FAIR TRIAL IN THE PRESSROOM.

**SEND IN A TRIAL ORDER
WE WILL SHIP 5 OR 10
POUNDS ON APPROVAL**

Selling Agents

ROBERTS & PORTER, Inc.

Lithographers' Suppliers

402 SOUTH MARKET STREET - CHICAGO, ILL.
100 LAFAYETTE STREET - NEW YORK, N. Y.

ASSOCIATED INK CO.

West Coast Agents

237 FIRST STREET - SAN FRANCISCO, CALIF.

*Faithfully
Yours*



FLAT FLAT

McLaurin-Jones
GUARANTEED FLAT GUMMED PAPERS

In silverware it's "Sterling" . . . in flat gummed papers it's "McLaurin-Jones." Both are outstanding products that have faithfully withstood the most difficult tests of time and usage! Ask your paper merchant for samples.

McLAURIN-JONES CO.
BROOKFIELD, MASS.

Offices: New York • Chicago • Los Angeles

Exhibit Shows Ancient History of Labels

LABELS AMERICANA, an exhibit of display and packaging labels of the 19th century, and throwing light on the early development of the label branch of the graphic arts industry, opened during July at the reception rooms of Ever Ready Label Corp., 141 E. 25th St., New York, and was to remain open until August 17. Lithographs, die-cuts, etchings, and gilded embossed labels dominate the display, with some dating back to 1812. The exhibit was obtained from the Warshaw Collection of Business Americana.

Labels of the early New England textile mills are prominent.

These early labels are line etchings on thin colored stock, pink and yellow predominating, usually displaying a drawing of the factory, but the bolder manufacturers turned to etchings of a belle of the period playing a harp or spinning in a homey atmosphere. The pin-up girl of the middle of the

century appears to be the Martha Washington type, and S. H. Greene and Sons of Riverport, R. I. used a colored lithograph of Martha as their display label.

About this time, the die-cut, embossed label was coming into favor, with companies outdoing themselves in label splendor. Elaborate rococo designs involving eagles, hunting hounds, squirrels, flowers, and maidens, were die-cut and embossed in multiple colors with silver predominant and gold a close second. Of this type, Novelli and Company's green and gold dragon is an outstanding example. The Pocahontas Manufacturing Company goes all out with a five-color, die-cut, embossed label dramatically depicting the rescue of Captain John Smith by Pocahontas.

Getting into the Nineties, color is in full swing. An interesting series of textile labels is the "Fruit of the Loom" group. These multi-color

lithographed labels use as a motif several still-life paintings of fruit, and make colorful display labels. Textile companies were apparently among the first to combine the business "form" with the display function of their labels.

Among the cigar box and tobacco originals are numerous lavender-tinted nudes. In addition to the cigar-box labels, the tobacco companies are represented by larger lithographed packaging labels. "Honest Old Abe Segars" has a striking portrait of Abraham Lincoln. In the T. C. Williams label, President Grant is standing on a soap box (or tobacco box) in front of the Capitol, smoking a cigar, and handing out bars of cut plug chewing tobacco to a scrambling mob. Liggett and Myers show a colossal plug of chewing tobacco being painfully hauled by exhausted laborers into position as cornerstone of a building.

Of interest is a blow-up of what purports to be an advertisement for

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

WE SPECIALIZE IN SMALL PLATES

ALSO REGRAINING MULTILITH

ZINC and ALUMINUM PLATES

UNGRAINED-GRAINED-REGRAINED



Telephone:
EVERgreen 9-
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4 2 6 1

YOU REST EASY
WHEN YOU ORDER YOUR COLOR PLATES
FROM PROCESS LITHO ARTS.



PROCESS LITHO ARTS
craftsmanship guaran-
tees the same care and
supervision as main-
tained in your own shop
and produces more sat-
isfactory results.

PROCESS color plates by
dot etch method from
any type art work . . .
negatives and positives
line and halftone . . .
deep etch and albumin
press plates.

PROCESS LITHO ARTS
INCORPORATED

We operate no presses.

HAROLD DETHLEFSEN, PRES.

549 South Wells Street WAB 8862
Chicago 7, Illinois

**PRINT SUPERLATIVE LABELS
STICKERS AND SEALS with..**

DEPENDABLE, SMOOTH
**TROJAN "SUPER-FLAT"
GUMMED PAPERS**



Printer and customer both take pride in the finer
labels, stickers and seals produced from TROJAN
"SUPER-FLAT" GUMMED PAPERS. A superior,
smoother printing surface assures printers better
jobs, printed more easily . . . and greater customer
satisfaction! And . . . TROJAN "SUPER-FLAT"
GUMMED PAPERS encourage printing at top
speed with minimum interruption!

THE GUMMED PRODUCTS COMPANY

OFFICES ★ TROY, OHIO ★ MILLS

Chicago • Cincinnati • Cleveland • Los Angeles
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*PP-20 Special Rapid Pan.	Medium speed and con- trast. (H.D. 700)	"Indirect" continuous tone negatives and posi- tives in lithography and photogravure.
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one of the first washing-machines. Another blow-up is a colored lithograph of a monocled dandy presenting his heart-throb with a plough instead of the customary diamond bracelet.

Worthy of mention are the miniature lithographs which research has revealed were printer's proofs for the thousands of little celluloid buttons which were in wide use at the turn of the century. Even the manufacturer of the buttons was not aware that this collection existed, but his printer apparently kept a scrap book, so today we are able to review with wonder a business which, while in full flower fifty years ago, makes only a haphazard appearance today with election campaign buttons, and occasional charity-drive buttons.

The chronological history of the label is partly illustrated in the reception-room murals. Primitive man, apart from marking the walls of his cave, made marks on bone and stone implements by which he could identify what worldly goods he possessed.

As early as 3000 B. C., Egyptian wine merchants were labeling their jugs with seals made of Nile mud. Pottery from China, dating back to 2698 B. C. bears the reigning monarch's name, the place of origin of the pottery, and the maker's name. Seals of jade were coming into vogue.

In the 20th century, B. C., Babylonian and Assyrian merchants made tags of clay, pressed upon string, to label their bales of goods. Shepherds of the period used what was probably the father of the modern tag, a heart-shaped stone with a hole for the string, to tie around the necks of sheep for identification.

Inscribed labels have been found imbedded in the mud of the Nile which are evidence of a wide commercial use of the label. These are made of wood, alabaster, gold, silver, and other materials, and were used to mark the various equipment used in construction and decoration of temples and pyramids. By 1000 B. C. wooden labels on mummies were commonplace, and about the same time,

Egyptian doctors were using labeled bamboo containers for medicines.

Long before Caesar's time, the Romans pioneered in advertising with written "lost and found" notices which were called "libelli." This could be the source of the word "label," though the Oxford Dictionary (N.E.D.) assumes it to be derived from the French "lambel" or "lambeau" which referred to the silk tassels or "infulae" attached to a bishop's mitre.

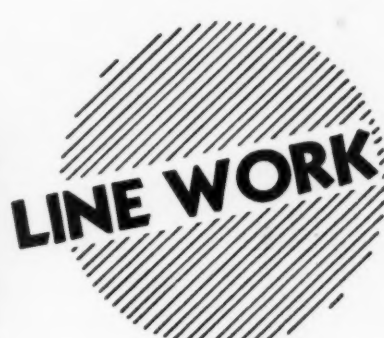
In Europe, during the middle ages, the label was attracting the attention of governments. Charles V issued an edict stating, "All workman shall label their work to show of what city and of what master said work is a product."

By the sixteenth century, assayers' marks, merchants' marks, and printers' marks were universally used.

The printed label as we know it, had its origin in the eighteenth century, about the time the first printed newspapers were making their appearance. Retailers attached these



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labels to articles for sale in their shops, and wine merchants used them on bottles.

With the industrial revolution in England, woolen and cotton mills used tags to mark bolts of cloth, later developing the textile labels now on exhibit at Every Ready. The English printed the first adhesive postage stamp in 1840 while the McLaurin plant in Scotland invented and used the first machine for gumming paper. With this invention, the printed, gummed label had finally come into its own.★★

LaMonte Marks 75th Year

George LaMonte & Son, Nutley, N. J., manufacturers of safety papers for bank checks, drafts, notes, certificates, etc., is this year celebrating the 75th anniversary of the business. The original George LaMonte, founder of the company, secured the basic patents on the safety paper in 1871, and the use of the paper has been wide since that time. He headed the firm until 1904 when his son George M. LaMonte became president. George V. LaMonte, the third generation, became head of the company in 1927. George V. LaMonte, Jr., recently discharged from the navy, has now rejoined the company representing the fourth generation to be in the business.

The manufacture of the paper is carefully controlled and every sheet is accounted for, with waste sheets being shredded to prevent them from reaching anyone but the proper bank or corporation. Many banks and other organizations have their own individual designs built into the sheet for additional protection against counterfeiting.

12 Employees Return

Stecher-Traung Lithograph Corp. has announced that twelve former employees have resumed their positions on the sales staff, following release from the armed service. All completed refresher courses on latest developments in full color lithography. The list includes Gilbert Brooks, R. D. Segerson, C. R. Little, Jr., Frank Wehner, Jerome Neri, Kin-

ross McIntosh, B. T. McGuire, James Benson, B. Jackson, Hilton Bennett, J. W. Lane, and George Miller.

VIOLATIONS

(Continued from Page 28)

and employers as above outlined, may call for agreement to work not more than 1,000 hours during any period of 26 consecutive weeks. This would permit work up to 12 hours per day or 56 hours a week without compensa-

tion at the overtime rates prescribed by the Act. Similar relaxation of the overtime provision is afforded in the other type of contract, which calls for employment on an annual basis, under which it must be provided that the hours of work must not exceed 2,080 in a period of 52 consecutive weeks. In both of these situations the employee must receive compensation at time and one-half his regular rate of pay where he works in excess of 12 hours in any workday or in excess of 56 hours in any workweek.

It should be noted that copies of

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such collective bargaining agreements, and any amendments to them, must be filed with the Administrator of the Wage and Hour and Public Contracts Divisions, New York. Of course, the employer must keep copies on file himself, as well as ordinary work records, regardless of contracts.★★

SELLING IDEAS

(Continued from Page 30)

We have seen catalogs and price lists on small items like envelopes, letterheads, business cards, blotters, etc., and some salesmen who don't even know too much about printing have been successful on cold canvass with such a scheme. In Chicago, a million dollar concern sells all its printing by this method and in Buffalo a large concern sells four color folders and booklets by this method. Take a leaf out of their success book.

A lot of direct mail ideas start out by just an illustration. If one was to call in a model and a photographer to illustrate a booklet or a folder, the

cost would be prohibitive. Many photographic studios have thousands of illustrations available at moderate cost. The creative printing salesman should get acquainted with this service and might be able to get a catalog from them to show to his clients to arouse their interest in an illustration. A bit of copy can be offered, and sometimes a large order can be secured instead of the usual "We don't need any printing today."

A printing salesman who is really "on the ball" thought of a clever idea to tell his customers about a new line-casting machine which was added to his composing room. He had slugs cast with the name of the person he was to call on. After announcing the addition he handed the client the slug. We would like to wager that few of these were ever thrown away.

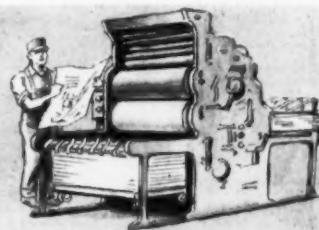
We shall always remember the day when we made our first visit to a printing plant. The compositor with a red nose and a long mustache set our name up in a stick. Some people may be familiar with a line casting machine but have never seen a slug,

let alone with their name on it. Try this stunt even though you have always had a machine.

A salesman should consider his clients as a gilt-edge security which pays off dividends each year. He should be their friend and counselor and should be ready at all times to serve their smallest need. He should be attentive to every detail of an order and should be familiar with all the processes in the trade. Regular attendance at association, salesmen and Craftsmen meetings should be a must. Just one germ of an idea picked up at these gatherings will make it well worth while.

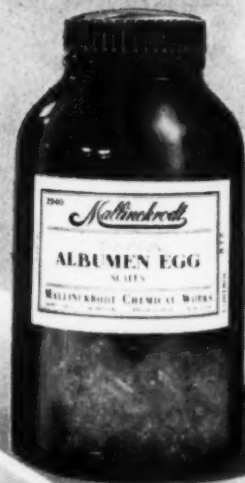
Just one extra point. It is all right to have many ideas in your mind but it won't do you any good if you don't put them in practice. As a practical suggestion, always carry around a few sheets of blank 8½ x 11 inch paper, folded up in your pocket. When an idea comes to mind jot it down immediately so it won't get away from you. These little sheets of paper may mean real money for you in the future.★★

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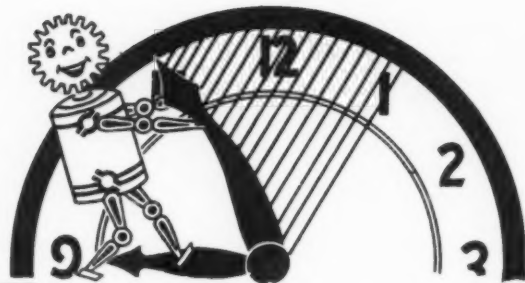
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TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books, are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at twenty cents per page, plus six cents postage for each four pages or less. Copies of United States patents can be obtained by sending ten cents per copy to the Commissioner of Patents, Washington, D. C.

Photography

Halftone Photography for Offset Lithography. "Lithographic Technical Foundation," 131 East 39th Street, New York 16. Shop Manual No. 24, 25 cents. An elementary discussion of halftone photography for black and white reproduction. It covers the camera and darkroom, the halftone and contact screens, and the photographic operations in making halftone positives. Defects in the product are listed together with causes and remedies.

***Perfect Copy For the Offset Camera.** Dan Smith. "Printed Selling," July, 1946, pp. 10-12 (3 pages). The key to most successful reproduction by offset is to furnish the printer with copy which looks as nearly as possible the way you want it to appear when printed. A few basic principles to follow in the preparation of copy are given. When type is to be reversed the square serif or sans serif faces are best. Good sharp reproduction proofs are essential. Everything should be pasted in place on the copy in the exact position in which it is to appear. The special problems presented by halftones are described and suggestions made for their solution. Instructions are given for "keylining," indication of the position of material and a key to whether it reverses, overprints, or should register two or more colors.

***Photo-Lithography (Dot Etching—Color Work).** A. Haigh and H. M. Cartwright. "Process Engravers' Monthly" 53, No. 630, June, 1946, p. 162 (1 page). The fundamentals of the 4-color reproduction process are briefly described. Some of the reasons that additional printings are often used in photo-lithography are enumerated. The selection of screen positives and work done by retoucher on a typical 6-color scheme are discussed to show

the technique and nature of color correction required. Screen angles are briefly touched upon.

***Photo-Mechanical Review.** J. S. Mertle. "National Lithographer" 53, No. 6, June, 1946, pp. 44, 92 (2 pages). The Douthitt Diaphragm control blazed the trail for quick determination of halftone lens stops according to camera extension or scale of reproduction. This control is discussed both as it was originally designed, and as it is now designed. It now consists of four parts—the lens scale, camera scale, camera scale charts, and the rotating flash stop. Special features of this apparatus, the procedure for installing it, and suggestions for its use are discussed.

***Choosing A Process Camera.** Herbert P. Paschel. "Modern Lithography" 14, No. 6, June, 1946, pp. 45, 47, 49 (3 pages). Certain optional features and accessories on a camera are discussed, among which are various devices which permit infinite accuracy in lens aperture settings. The Robertson, Kinzler, Wesel, and A.T.F.—Long controls are specifically mentioned. The arc-light carriage which connects a pair of arc-lights to each other and to the copyboard at a fixed distance and angle is a solution to the problem of variation of light strength reaching copy. The three basic types are discussed. The Hurlotron, Totalux, Gelb, and Luxometer Exposure Controls are capable of controlling a pre-determined light-time cycle in accordance with the strength of the illuminant. The teamwork of devices for best results is also discussed. A number of these instruments are illustrated.

Printing Surfaces

***Dichromate-Colloid Layers.** P. C. Smethurst. Part I — "Process En-

gravers' Monthly" 53, No. 629, May, 1946, pp. 114-115. Part II—"Process Engravers' Monthly" 53, No. 630, June, 1946, pp. 142-143 (Total of 4 pages). The mechanism of "staling" (the spontaneous hardening which takes place in a coated layer of gum dichromate on storage in the dark) is described. It is pointed out that, while there is a general similarity between conditions in the solution and those operative in the coated and dried layers, the two sets of conditions cannot be considered in any way as identical and their differences are discussed. Tests on the variations of staling with variation in the solution pH, as well as other tests and their results, are described and suggestions are given for the reduction of staling.

***Adjust Offset Platemaking Technique to the Weather.** Henry A. Beechem. "Inland Printer" 117, No. 4, July, 1946, pp. 67-68 (2 pages). The causes of plate troubles due to changes in humidity are analyzed and steps are suggested to prevent them. The ideal albumin plate is one whose film of coating evenly covers both the valleys and the crests of the grain. In humid weather it may be necessary to increase the specific gravity of the coating and/or decrease the speed of the whirler to obtain such a plate; however caution is given against applying the coating too thick or decreasing the speed of the whirler too much or the valleys of the grain will be completely filled in. Exposure time should be shorter in the humid weather. Factors to be considered in hot weather are that many chemicals are active only in the presence of moisture, the speed of chemical activity is roughly doubled for every 18° Fahrenheit rise, and the effect of heat on coating solutions during storage from time of preparation until its use.

General

Dampener For Lithographic Printing. Thomas P. Brannigan, Gordon H. Raison, and Wm. H. Yoder, assignors to General Motors Corporation. "U. S. Patent No. 2,395,654" (February 26, 1946). A dampener for lithographic printing or graining which comprises a solution of water, ammonium dichromate, gum arabic and a wetting agent having penetrability relatively greater than water. "Official Gazette" 583, No. 4, February 26, 1946, p. 645.

***Back to Fundamentals.** "National Lithographer" 53, No. 6, June, 1946, p. 43 (1 page). A brief discussion is given on how to obtain a halftone negative by means of partial exposures through several apertures or openings of the lens. Brief instructions are given for determining the correct amount of ink needed on rollers by working from the fountain. The job should never be started with the ink knife.★★

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Help Wanted:

EXPERIENCED ARTIST with original ideas for fancy labels to create color sketches with precise lettering—some dot etching. Have most modern air-conditioning plant in the Middle West. Address Box 431, c/o MODERN LITHOGRAPHY.

PRESSMAN CAPABLE of high quality work. Also cameraman and layout man. Excellent opportunities. Commercial Photo Offset Co., 220 East Washington St., Syracuse 2, New York.

POSTER ARTIST, dot etch artists, steady employment. McCandlish Lithograph Corp., Roberts Avenue and Stokley Street, Philadelphia 20, Pa.

REQUIRED BY SOUTH AFRICAN FIRM OF LITHOGRAPHERS—
(1) **ARTIST**—Must be particularly qualified in designing of labels. Preferably to have knowledge of Photo Litho Process. (2) **PHOTO-LITHOGRAPHER** must be camera man and plate making expert. Must be capable taking full charge of complete photo-litho department and willing to train and supervise staff. When applying, kindly submit specimens of work and advise details regarding age, experience and salary. Principal of above South African firm will be in New York during June and July possibly August 1946. Write for interview to "MAX" c/o J. A. Ewing McDonald Inc., Greeley Square Building, 101 West 31st Street, New York.

OFFSET PRESSMAN with complete knowledge of camera, and plate-making. Production minded. Interested in becoming affiliated financially with established Drug Label House. Address A. C. McCrum, P.O. Box 5925, Kansas City, Missouri.

WANTED LITHOGRAPH PRESSMEN—DOT ETCHERS. Communicate with The Reynolds & Reynolds Company, Dayton 7, Ohio.

PRESSMAN: Offset, 22 x 29 Webendorfer, must be capable of high quality work. In reply give references, experience and wages expected. Permanent position. Plant location, Plymouth, Mass. Write Mr. August D.

Lindberg, 102 Mozzy St., Chicopee Falls, Mass.

WANTED: Expert Dot Etcher — Must be capable of taking charge of 3 Man Art Room doing high class color displays — Location — Pacific Coast City. Must be fully qualified with at least 10 years experience as a Journeyman—Union Shop—Replies confidential. Address Box 438 c/o MODERN LITHOGRAPHY.

PROGRESSIVE PLATEMAKING firm interested in qualified personnel in various departments, both litho and engraving—Kayenay Engraving and Colorplate Company, Mason City, Iowa.

TOP RATE PRESSMEN for 17 x 22 and 22 x 34 Harris Presses, and 17 x 22 Webendorfer. Thoroughly experienced in color work and capable mechanic. Permanent and pay above scale. Day and swing shifts open. Location Los Angeles, in long established and expanding shop. Address Box 445, c/o MODERN LITHOGRAPHY.

CAMERAMAN WANTED: Must be experienced in color process and black and white halftone work. Permanent Position. Howard Company, 119 N. Washington St., Peoria, Ill. Phone 4-9188.

Position Wanted:

VETERAN: Seeking position as operator. Two years' experience on multi-color and sheet fed Webendorfer presses. Would like a position with advancement. Will work in New York City area only. Good references. Address Box 432, c/o MODERN LITHOGRAPHY.

PLATEMAKER: 2 1/2 years experience, J. P. Mahr, 5844 W. Florissant Ave., St. Louis 20, Mo.

VETERAN: 25, ambitious, 42 month's experience at platemaking and stripping with U. S. A. Engineers. Desires position in union or non-union

Free Advt's for Veterans

As a service to veterans seeking jobs in the lithographic industry Modern Lithography will accept, without charge, classified advertising from World War II veterans seeking positions. Advertisements should reach this magazine before the first of the month of publication, and should include all essential information, such as experience, skill, age, type of work sought and location desired. Send them to this magazine, 254 West 31st St., New York 1.

shop. Address Tony Spinelli, 73 Second St., New York 3, N. Y.

YOUNG MAN, Veteran with 5 years press experience wishes to learn production and estimating with progressive Litho plant. Address Box 433, c/o MODERN LITHOGRAPHY.

PRESSMAN: Position wanted by experienced pressman on Web offset press. Interested in hearing of present or prospective future openings. Address Box 434, c/o MODERN LITHOGRAPHY.

VETERAN: 24, just completed 690 hours training on Harris 22 x 34 press at New York Trade School. Seeking position as press operator in open shop in the East. Address Box 435, c/o MODERN LITHOGRAPHY.

TWO YOUNG MEN: Seek positions together in dry region of the U. S. One photographer, fifteen years experience in color and black and white. One production man experienced in estimating, purchasing, personnel management. Both presently employed in above capacities. Capable managing small or medium sized plant. State full particulars. Address Box 436, c/o MODERN LITHOGRAPHY.

TRANSFERER AND PHOTO OPERATOR: 20 years' experience, commercial and deep etch East Coast. Address Box 437, c/o MODERN LITHOGRAPHY.

Opportunities:

WILL SELL interest in, or complete, small going Offset & Printing plant, New York State. Address Box c/o MODERN LITHOGRAPHY.

Wanted:

FLAT BED Litho press small size preferred. Address Box 440, c/o MODERN LITHOGRAPHY.

MULTIPLE PHOTO composing machine for making multiples on glass. Chicago Litho Plate Graining Co., 216 N. Clinton St., Chicago 6, Illinois.

WANTED TO PURCHASE Reflector Type Densitometer. Please send full details to Commercial Printers, Inc., 1039 — 13th St., Columbus, Georgia.

WANTED IMMEDIATELY: Chambers Coating Machine—Advise condition and price. The Colorgraphic Co., 205 Yonge Street, Toronto, Canada.

LARGE CAMERA: 24" color lens 150-133 screens. Mid west location. Write for particulars. Address Box 433, c/o MODERN LITHOGRAPHY.

COMMERCIAL & ADVERTISING ART by free lance artist, processing experience, creating distinctive designs of labels, boxes, brochures advertising. Write Box 444 c/o MODERN LITHOGRAPHY.

(Continued on next page)

Complete Litho Offset Service

ESTABLISHED
1907

PHONE: CANAL 6-3618

WE DO NOT OPERATE PRESSES

COLOR PROCESS • BLACK AND WHITE
• • • NEGATIVES AND POSITIVES • • •
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• • • CRAYON COLOR WORK • • •
BLOW UP • GROUP NEGATIVES

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One of the Largest Files of KODACHROMES

No matter what type of COLOR shot you require, we probably have it on hand. Let our quality kodachromes perfect your Car Cards, Counter Cards, Calendars, Displays, Posters and Booklets. If you desire special shots we have the organization to fill assignments all over the country. Name photographers only.

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All Sizes—

HARRIS-WEBENDORFER-MULTILITH
Quality . . . Satisfaction Guaranteed
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Fastest Selling Folders in America

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EQUIPMENT

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PHOTO PROCESS DEPARTMENT

THE CALIFORNIA INK CO., Inc.

SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE
SALT LAKE CITY SHANGHAI, CHINA

For Sale:

THIS MONTH'S SPECIALS IN HIGH-GRADE LENSES: 8¼" F:6.8 Goerz Gotar in barrel with iris, coated, \$120.00; 11" F:8 Cooke Series V Process in barrel, coated, \$117.50; 12" F:18 Bausch & Lomb Protar V in barrel with iris, \$34.50; 12" F:9 Carl Zeiss Apo Tessar in barrel, coated, \$239.50; 12" F:8 Spencer Process in Barrel, coated, \$178.00; 12" F:6.8 Goerz Dagor in barrel with iris, \$217.00; 14" F:6.3 Voigtlander Collinear in barrel with iris, \$196.50; 15" F:8 Ross Homocentric in barrel with iris, coated, \$129.50; 16½" F:9.5 Goerz Apochromatic Artar in barrel with iris, coated, \$219.50; 16" F:16 Wollensak Process in barrel with iris, coated \$117.50; 16" F:8 Levy Apo Process in barrel with iris, coated, \$164.50; 16½" F:11 Goerz Alethar in barrel with Waterhouse Stops, coated, \$142.50; 18¼" F:10 Cooke Series V in barrel, coated, \$167.50; 19" F:7.7 Goerz Dagor in barrel with iris, \$359.50; 20" F:5 Carl Zeiss Tessar in barrel with iris, coated, \$720.00; 21" F:10 Bausch & Lomb Process in barrel with iris, coated, \$261.50; 22" F:22 Harrison Copy Lens in barrel with Waterhouse Stops, \$29.00; 23½" F:9 Schneider Apo Claren in barrel with iris, coated, \$249.50; 24" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated, \$465.00; 24" F:7.7 Goerz Dagor in barrel with Waterhouse Stops, \$379.50; 25" F:10 Bausch & Lomb Process in barrel with iris, \$289.50; 30" F:10 Wollensak Process in barrel with iris, coated, \$349.50; 32" F:16 Steinheil Process in barrel with Waterhouse Stops, \$275.00; 39" F:16 Steinheil Process in barrel with Waterhouse Stops, \$219.50; 41" F:11 Carl Zeiss Apo Planar in barrel with iris, coated, (a fully color corrected lens) \$1,412.00; 48" F:7 Zeiss Anastigmat in barrel with iris—for Telephoto work also, covers 8 x 10, \$2,250.00; 48" F:10 Berthiot Special in barrel (no iris) coated (covers 11 x 14), \$299.50; 48" F:11 Carl Zeiss Apo Tessar in barrel with iris, coated, \$1,645.00; 48" F:9 Carl Zeiss Apo Tessar in barrel, coated, \$1,800.00; 52" F:12.5 Carl Zeiss Apo Planar in barrel, coated, (a fully color corrected lens) \$1,800.00.

Order direct from this ad. Money back guarantee. Lens list free! Write today. Burke & James, Inc., 321 So. Wabash, Chicago 4, Ill.

ONE VARI-TYPER, Serial Number 409883, Model T-16. Looks and operates like new. E. D. Richardson Mfg. Co., Cawker City, Kansas.

ONE 4½ L HOE Lithographing Press, can be seen running. Also one No. S 7 L Lithographing Press. Address Box 441, c/o MODERN LITHOGRAPHY.

IMMEDIATE DELIVERY: New vacuum printing frames, whirlers and

stripping tables. Twin arc printing lamps. Singer Engineering Co. for complete plate making equipment. 248 Mulberry St., New York 12, N. Y., Walker 5-7625.

40 x 54 DIRECTOPLATE step and repeat machine. Dismantled and ready for shipment. With three complete chases. DC electrical equipment. First reasonable offer will be accepted. Can be inspected. Address Box 442, c/o MODERN LITHOGRAPHY.

Hoe Executive Resigns

Clifton N. Bradley has resigned as vice chairman of the board of directors and chairman of the administrative committee of R. Hoe & Co., Inc., New York, but remains as a director, Joseph L. Auer, president of the company, announced. Mr. Auer has been appointed to succeed Mr. Bradley as chairman of the administrative committee. In announcing the resignation, Mr. Auer said: "Mr. Bradley became a director of R. Hoe & Co., Inc., in April 1936 and chairman of its executive Committee in 1939. Following the bad year that ended September 1938 he became actively associated with the operations of the company, since which time he has taken a leading role in the company's management right up to his resignation, which was accepted with deep regret. Under his direction, the financial affairs of the company have recovered to the present strong position which finds the company without funded debt or bank loans, with a working capital of about \$2,000,000, and with unfilled orders exceeding \$26,000,000, sufficient to maintain capacity operations for three years. Mr. Bradley has now asked to be relieved of the heavy responsibilities of his executive posts."

Wetzel Offsets Brochure

A lithographed brochure titled "Lest We Forget", promoting the erection of war memorials, was recently completed by Wetzel Brothers, Milwaukee for the American Monument Association, Boston. The brochure is 11 x 14" featuring a simple cover design of an embossed broken Greek column and a wreath. Inside pages carry several full page bleed halftones in black, with a flat second color.

We have reduced our Typing, Mailing, and Filing costs by using



ESLEECK THIN PAPERS

They are strong and durable, yet have minimum bulk. Their lightness and strength combined, allow us to make numerous clean, clear carbon copies. We use them now for Thin Letterheads on all our Branch Office, Foreign and Air Mail correspondence. We also use the distinctive colors for our office records and factory forms.

Fidelity Onion Skin

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Superior Manifold

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ESLEECK

Manufacturing Company

Turners Falls, Mass.



Let us do the
STRINGING
 (INCLUDING PUNCHING)
 of your straight cut and die cut book-lets, folders, pamphlets and card-tags, in white and colored cotton and rayon strings. Tied in 50's or 100's and packed in plain boxes

DIE CUT TAGS
 We also manufacture printed and die cut tags, strung, complete, ready for use.

SHIPPING TAGS in 20 Colors
 All sizes, grades and weights; single or in gangs. Plain or printed, strung or wired. Also Tag envelopes of every kind.
 Modern high speed equipment and facilities for runs from a thousand to a million.

LET US QUOTE YOU

STANDARD TAG CO.
 ESTABLISHED 1922
 TAG MAKERS AND STRINGERS
 MODERN FACTORY AT:
 65 DUANE STREET, NEW YORK 7, N. Y.
 BET. B'WAY & LAFAYETTE ST. WO 2-3296

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STRINGING AND WINDING

Why Not Broaden Your Knowledge of Photomechanics

By Getting the New and Revised (7th) Edition of
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PROCESS PHOTOGRAPHY and PLATE MAKING

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Latest information on all Photomechanical Processes. Data furnished in the language of the worker—easily understood by the practical man.

Price One Dollar in U. S. and Canada
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Remember that "Good Rollers Create Good Impressions"
 and that BINGHAM BROTHERS COMPANY
 have been making good rollers since 1926.

**SINCE
 1926**

ROLLERS



BINGHAM BROTHERS COMPANY
 406 PEARL STREET • NEW YORK 7
 BALTIMORE • PHILADELPHIA • ROCHESTER

PAPER BARGAIN

For immediate delivery we have on hand 752 reams of Ecusta Fine Flax Paper, size 28 $\frac{3}{4}$ x 41 $\frac{1}{2}$ —13# basis. This is first grade stock and will be sold in quantities of 50 reams or more at \$10.00 per ream, F.O.B. Minneapolis. This is approximately one-half of original carload price.

COLBRANT COMPANY

411 WASHINGTON AVE., No.
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 MODERN LITHOGRAPHY, 254 W. 31st St., New York 1, N. Y.
 Please enter subscription(s) as follows:
 (Check or money order enclosed)

- ☐ One year, \$3.00 (In Canada, \$4.00).
☐ Two years, \$5.00.
☐ Group. (Four or more entered together as a group, \$1.50 each. May be sent to different addresses. U. S. only.)

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FIRM

STREET

CITY

(For a group—attach separate sheet with names of persons and addresses.)



COLORED PRINTING and LITHOGRAPHIC INKS

with that Sleight Difference!

SLEIGHT METALLIC INK COMPANIES INC.

PHILADELPHIA
 WASHINGTON
 MILWAUKEE

CHICAGO
 CLEVELAND
 FORT WORTH

NEW YORK
 KANSAS CITY
 LOS ANGELES

LITHO CLUB GUIDE

(Most clubs suspend meetings during the summer.)

BALTIMORE

T. King Smith, Secy.
1613 Holbrook St.,
Baltimore, Md.
Meets 3rd Monday, Hotel Emerson.

CHICAGO

Elmer Schmalholz, Secy.
Chicago Offset Co.,
610 Van Buren St., Chicago.
Meets 4th Thursday, Bismarck Hotel.

CINCINNATI

Al Meyers, President
Rainbow Litho Co.,
4142 Davis Lane, Cincinnati.
Meets 2nd Tuesday, Dan Tehan's
Restaurant.

CONNECTICUT VALLEY

Robert E. FitzGerald, Secy.
New England Ptg. & Litho Co.,
747 Barnum Ave., Bridgeport, Conn.
Meets 1st Friday, March, May, Sept.,
Nov., and sometimes other months,
City Club, Hartford.

DAYTON

Frank Romeo, Secy.
Egry Register Co.,
417 E. Monument Ave., Dayton.
Meetings announced locally.

DETROIT

Thomas Munce, Secy.
Graphic Arts Corp.,
135 E. Elizabeth St., Detroit.
Meets 3rd Thursday at Carl's Chop
House.

MILWAUKEE

Howard C. Buchta, Secy.
E. F. Schmidt Co.,
341 N. Milwaukee St., Milwaukee.
Meets 4th Tuesday at the Boulevard
Cafe.

NEW YORK

Henry Bischoff, Secy.
Oberly & Newell,
545 Pearl St., New York.
Meets 4th Wednesday, Building Trades
Club, 2 Park Ave.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street,
Philadelphia 6.
Meets 4th Monday, Poor Richard
Club, 1319 Locust St.

ST. LOUIS

George F. Langenhol, Secy.
Cupples-Hesse Corp.,
4175 N. Kingshighway, St. Louis.
Open meetings in Feb., April, June
and Aug.

WASHINGTON

G. B. I. Miller, Secy.
930 Wayne Ave.,
Silver Spring, Md.
Meets 4th Tuesday, Hotel 2400 (N. W.
16th St.)

NATL. ASSN. OF LITHO CLUBS

Ken O. Bitter, Secy.
523 Wilton Road,
Towson 4, Md.



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no responsibility can be assumed for any omission.)



"... calling Officer Cuthbert! Bring in mad elephant doing damage in Spongoola village! That's all!"

Bring Him In...

SOMETIMES, bringing in the order unassisted is more than any salesman can do. Frequently, your salesmen and ours too, run up against tough customers. As time goes on, there are going to be more of this variety. Give your salesmen a hand in softening them up, — the first step toward bringing in the order. How? By regular advertising in the business press reaching the fields and the people whom you want to sell.

If you want to give your salesmen an assist in bringing home future orders from the Lithographic field, try regular advertising in

MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1

Member, Audit Bureau of Circulations

TALE ENDS

A new automatic, one-dip, all encompassing photo developer is announced this month. All you have to do is put in the film and go off and play golf. It will properly develop and fix itself without benefit of the human brain. The publicity release describes it as follows: "Directions are so simple that the housewife can develop film in less time and with less work and skill than it takes to bake a cake."

★

Miss Lillian Rosenstadt, pretty daughter of Lee B. Rosenstadt, Ardlee Service, New York, was pictured in the *N. Y. Times* the other day on the occasion of her engagement to Eugene A. Schnell.

★

Walton R. Sullivan, son of Walton W. Sullivan, president of the N. Y. Litho Club, was reported en route home from Germany during July. He's been in the occupation army about two years.

★

In Pine Bluff, Ark., a couple of lithographers were arraigned recently on charges of having in their possession, engraved plates from which sugar ration coupons could be printed. They pleaded not guilty and we haven't heard how the case came out. And we thought the paper shortage was worse than the sugar shortage.

★

Two financial wizards, quoted in the newspapers recently, see the beginning of the end of the present sellers' market. Be sure and tell your supplier this the very next time you are in the market for a car of paper! Then, duck!

★

We get a little bit dizzy with all the conventions scheduled for this fall—NAPL—PIA—Craftsmen—Direct Mail—etc., etc. Hope everybody finds hotel space.



**"WHICH WOULD YOU CHOOSE
TO REPRESENT YOU?"**

asks King Cotton



**SMART
AND
LIVELY**

OR

**DULL
AND
DREARY**

Being well groomed may not *make* a salesman, but a shoddy appearance can *break* his chances in a few short seconds. The situation is the same when your letterhead has a selling job to do.

Stationery of *new* cotton fibers, with its brisk, clean, hard, smooth finish, with the feel and obvious fact of *quality*, will assure more attention for your letters. Cheap stationery means two strikes against you before the letter is read. Your business will be better liked if you use cotton fiber paper. Yet using PARSONS cotton fiber papers, available in a wide range of finishes, colors and qualities, in-

volves additional cost of only a small fraction of a cent a letter.

Your secretary, too, will appreciate the superior writing and erasing qualities of cotton fiber paper, its additional strength, durability and permanence.

For stationery that will get better results because readers like it better, remember, *it pays to pick Parsons.*



PARSONS PAPER COMPANY • HOLYOKE, MASSACHUSETTS



Printers and
Paper Merchants,
Take Note:

*This advertisement
appears in*

NATION'S BUSINESS

UNITED STATES
NEWS

FORTUNE

BUSINESS WEEK

*...reaching more
than a million
of your best prospects*

• • •

Join with us, to
your profit, and
your customers'
satisfaction, in
promoting:

**IT PAYS
TO PICK
PARSONS
PAPERS**



WE'VE GONE **BUG HUNTING**

to bring you a Better Cutter

How do we know this is the fastest, safest, most dependable small cutter ever offered the graphic arts industry? First, we engineered it to be just that. Second, we went "Bug Hunting".

We installed eleven of these machines in shops throughout the country. We said to operators of these machines, "Give 'em the works. Don't baby them. Then tell us what, if anything, we should do to make them better."

The results of this test—the comments of the

operators—the performance records of these machines under actual working conditions over a period of more than 60 months—have given us the proof we were looking for.

Today, assured that this machine is the finest small cutter money can buy, we are proud to affix the Seybold name plate and to announce to the graphic arts industry, the Seybold Model CBA, 36" Auto Clamp Cutter—further evidence of what is accomplished by engineering the human element at Seybold.

WHY THIS 36" PAPER CUTTER WILL DO A BETTER JOB FOR YOU



- 1 Effortless, Selective, Clamp Pressure Control.** Quick selection of one of three clamping pressures.
Maintains constant pressure until knife passes clamp on upstroke.
Clamp mechanism operates in a vertical plane, eliminating sideways shifting of clamp.
- 2 Simple and Accurate Adjustment of Knife to Cutting Stick.** Quickly accomplished by means of easily accessible adjusting eccentric on each end of knife bar.
- 3 Straight-line Cutting Action.** Knife Pull Bar, in same plane as knife, assures accurate cutting.
- 4 Better Light Where It Is Needed.** Table, back gauge and magnified measuring band are well illuminated. Less operator fatigue and reduced work spoilage.
- 5 Scientific Cutting Action.** Rugged knife bar, a five-inch clamp opening with greater clamp lead, twin shear boxes; combine with new, scientifically correct, 51 degree shear action to assure straight clean cuts—all the way.
- 6 Fully-automatic, Approved Safety Devices.** Mechanical, two-hand starting device; completely enclosed working parts; non-repeat mechanism with exclusive Seybold safety washers; automatic drum-type brake, easily reached from front of machine.
- 7 Extremely Low Maintenance Costs.** All lubrication points are easily accessible; clutch and drive operate in a bath of oil and are fully enclosed. Paper trimmings and abrasive dust cannot enter.

ANOTHER EXAMPLE OF ENGINEERING THE HUMAN ELEMENT AT

HARRIS-SEYBOLD

Harris Presses • Seybold Cutters • Other Graphic Arts Equipment
HARRIS-SEYBOLD COMPANY • GENERAL OFFICES, CLEVELAND 5, OHIO

Seybold